Make Your Company's Career Site Your Top Recruiter

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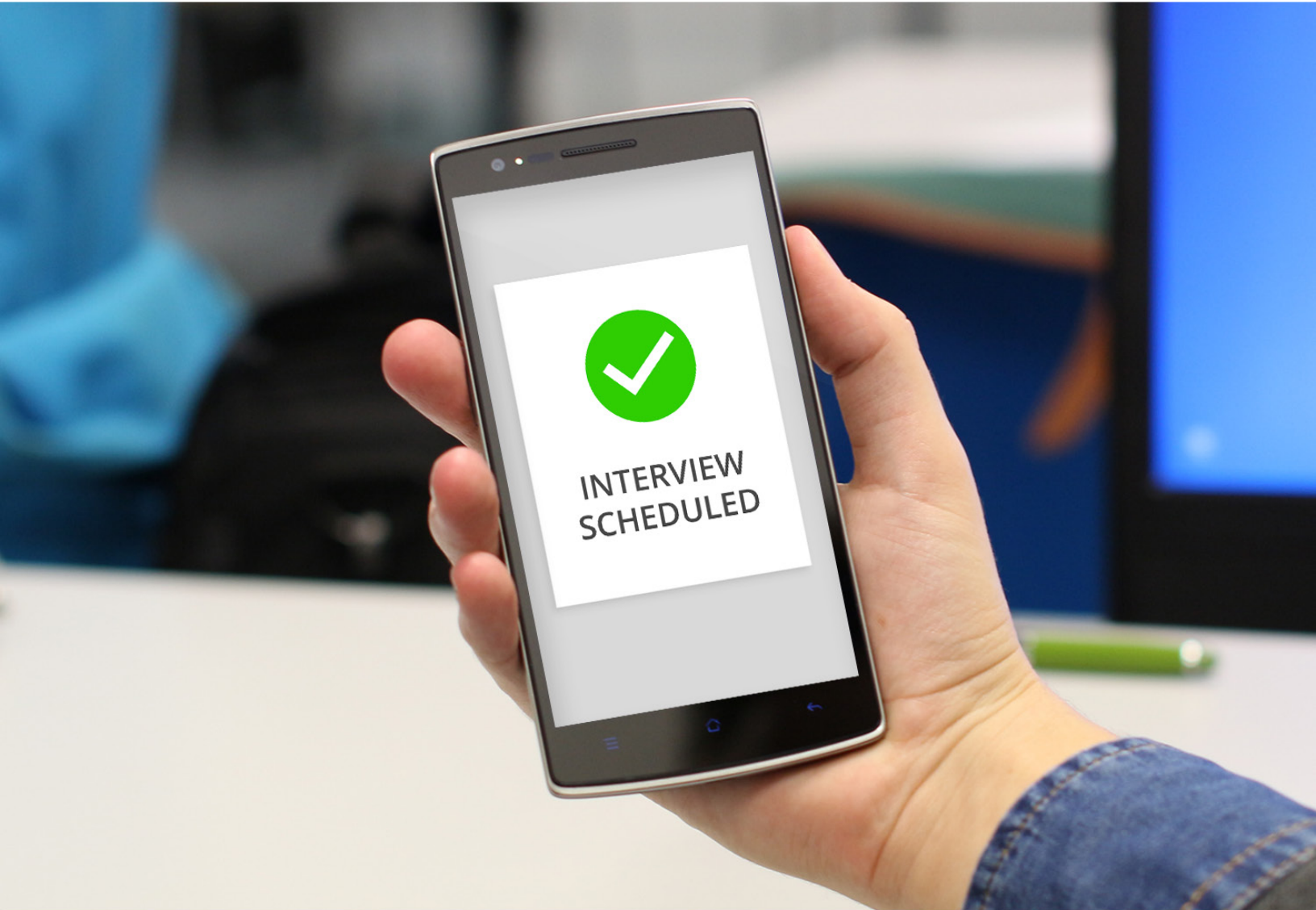
Introduction

Recent survey data indicates that 45% of employed workers would be willing to leave their present position, even though they are happy with their current job. Half of employed job seekers view their present position as temporary, staying put until something better comes along or using it as a stepping stone to a more attractive position.[1] When it comes to recruiting this passive talent pool, the United States has become one of the leading countries in the world. In fact, 72% of U.S. leaders in recruiting say that this is a top priority for them.[2]

This is both good news and bad. It means employers have an abundance of talent they can recruit. It also means they may experience a higher turnover within their ranks as employees job hop.

In this white paper, we'll take a look at how you can use this dynamic hiring landscape to your advantage by leveraging your company's career site to find, attract and connect with today's talent.

Leveraging your company's career site

To adapt to the changing recruiting environment, company career sites have been gaining traction as the foundation of a company's recruitment efforts. 43% of U.S. companies identify their career site as one of the most important sources of quality hires.[2]

There's a good reason why. To successfully convert both passive and active job seekers into applicants, an employer needs to make a good impression online. Presenting a consistent brand image and appealing content about your business improves recognition and increases engagement among candidates. A well-designed career site can help you do just that and also allow you to build and maintain a talent pipeline for future opportunities.

The perfect platform to optimize other recruitment tools

To make the most of a career site, employers are ensuring their site integrates well with an array of other recruitment tools, such as social media, video, targeted advertising, branding and job distribution. These tools help employers connect with candidates through multiple touchpoints and funnel them back to the company's career site for further engagement.

An employer's proprietary recruitment platforms—particularly the company's career site and applicant tracking system (ATS)—should be designed to adequately handle the demands of today's job seekers. The site needs to clearly promote your company's employer brand—that set of qualities that define your corporate culture and make your company's employment experience unique. It also should focus on your company's employee value proposition, clearly communicating the rewards and benefits that come from working for your company. Using a variety of tools, the site can be used to deepen engagement with potential candidates and provide candidates with enough information about the company to motivate them to complete the apply process.

It also means incorporating **best-in-class functionality on your career site**, including:

- Responsive design
- Interactivity
- Search engine optimization
- Job distribution
- Talent communities and candidate resource management (CRM)
- Mobile apply functionality

Responsive design

First and foremost, the foundation for a successful career site starts by ensuring it has a responsive design. What does that mean exactly?

It starts with designing your site to **seamlessly handle the demands of desktop and mobile**. The site should adapt to various screen sizes for each device. It should also be equipped to handle all recruitment-related activities, including job searching, applying for jobs, completing questionnaires, viewing video and sharing jobs within social networks.

Presently, 45% of job seekers say they use their mobile device specifically to search for jobs at least once a day.[3] It is a compelling reason to ensure your career site and your online application form are **optimized for all devices**, including desktop, tablet and smartphone.

Interactivity

Job seekers look for and expect to establish a relationship with companies that catch their interest. Your site should enable **active and responsive interaction with candidates**. Is it easy to navigate? Bookmark? Apply and forward job postings to friends? Do you respond to queries within hours, not days?

Your site should include:

- **Rich, multimedia content** highlighting your company's culture and benefits.
- **Enhanced job search functionality** making it easy for candidates to find the right job.
- **Social media tools** to enable candidates to check for personal connections at your company and request information or referrals.
- **Multiple call-to-action options** from any device, including filling out an application online or selecting to opt-in to your talent community.

Search engine optimization (SEO)

To be effective, your company career site needs to be discoverable. Search engine optimization (SEO) techniques can go a long way in making your site accessible and your data attractive to web crawlers. This greatly improves your chances of connecting with job seekers. Your career site should be built so that all of your jobs are pulled from your ATS onto search optimized landing pages for easier discovery by web crawlers to increase traffic to your site, improve search results and enhance the overall user experience.

Your recruitment efforts should also be replicated and seamlessly integrated into all of the primary social media networks. This helps you reach prospective employees wherever they happen to spend their time online.

Automatic job distribution across networks

When assessing the technology available for career sites, look for a site development partner that offers a job distribution tool. This tool provides a turnkey way for employers to post jobs that appear on a company's career site to multiple networks simultaneously. Potential networks include targeted, niche and social sites as well as job aggregators.

Often you can save both time and money by using job distribution versus going to each job board individually to post your open positions. Since not every job seeker uses the same national, industry, targeted or social site, job distribution ensures a broader reach for your job posting. It allows you to get your open positions in front of the right candidates quickly and on their platform of choice. Additionally, job distribution can improve the effectiveness of your posts by using targeted job and candidate matching technology to find the right hire for every position.

Talent community and candidate relationship management

Today, successful companies are focused on building relationships with customers, vendors, employees and potential job candidates. A company's career site is a good place to start building relationships with candidates. It provides a great forum for talent of every stripe—current employees, alumni, contractors, HR managers and interested candidates—to communicate. It is a way to share behind-the-scenes information, invite discussion and provide shareable content, all designed to keep your talent community engaged and connected.

Talent communities allow would-be applicants to find out more about your company and interact with your employees. You can invite job seekers to complete candidate skill profiles and then send them job matching alerts and applicable automated messaging to help them stay connected to your company. Through interactions with candidates, you can evaluate if they are a good fit with your corporate culture and meet your requirements. A talent community is also a great way to maintain a pipeline for the future. The end goal is to save time down the road while increasing the ROI of your recruitment efforts.

An important feature of an employer's career site solution is some type of candidate relationship management (CRM) technology for handling your interactions with potential and future hires. CRM can help you manage your talent pool using customizable search criteria, allowing you to view, tag and add notes to candidate profiles and resumes. You can also create targeted email campaigns and job alerts as well as receive notifications when people join your talent community.

Mobile apply process

Currently, 64% of U.S. adults own a smartphone, with smartphone ownership particularly high among younger Americans and those with higher income and education levels. With this mobile dependence comes the expectation from job seekers that they will be able to view and apply to jobs right from their smart phone or tablet. Among smartphone owners, 43% have used their phone to look up information about a job and 18% have used them to submit a job application. Those that are smartphone dependent (i.e., with limited Internet access outside their smartphone) are especially likely to use their mobile device to find and apply for jobs.[4]

These changes in the online habits of today's workforce are driving significant changes in the recruitment process. To be successful, career sites must be optimized for mobile viewing and include mobile apply functionality.

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In summary

In today's recruiting environment, company career sites are becoming one of the most important sources for quality hires. Companies can increase the effectiveness and ROI of their career site by incorporating best-in-class features, including responsive design, SEO, job distribution, talent communities, CRM and mobile apply functionality.

Getting started

Smart businesses are taking advantage of a broad mix of recruiting strategies to find talent in today's changing hiring landscape. As your local recruitment resource, Alabama Media Group experts understand the job search habits of local candidates and can ensure you have the tools and industry insights you need to be successful with your hiring efforts. From career site development and hosting to job distribution, digital display and social media solutions, we can help you design and implement your recruitment program to connect you with the best candidates. Learn more about your recruiting options by contacting your Alabama Media Group Recruitment Advertising Representative at (205) 325-3273 or recruitment@al.com.

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Alabama Media Group

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