Hi, we're crayon

the data driven digital agency

Site Goals

Business goals

- Attract the right candidates
- Immediate recruitment > Generate applications
- Future recruitments > Generate registrations
- Promote the company values and image
- Reduce recruitment fees

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Professional candidates – Why do they leave their job?

- Need new challenges and opportunities (30%)
- Ineffective leadership (25%)
- Poor relationship with manager (22%)
- Improve work/life balance (21%)
- Contributions not valued (21%)
- Better compensation and benefits (18%)
- Personal vs. organisational values (17%)

NB: Percentages are not cumulative as people leave for several reasons

(Source: Right Management via TIME – 2008)

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Professional Candidates – What matters to them?

- Inspiration
- Work with good people
- Life/work balance
- Feel valued
- Money and benefits!
- Good organisational values

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(Top) Graduate Candidates – What matters to them?

- Meaningful job
- Challenge
- Contribute to the company
- Be valued
- Work/life balance
- Reputable company
- Good organisational values

(Source: HC Online – HR News, opinions and analysis - retrieved Jan 2012)

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Typical User Journeys

Typical User Journey

Type 1: Actively looking, knows the company

SEARCH JOBS!

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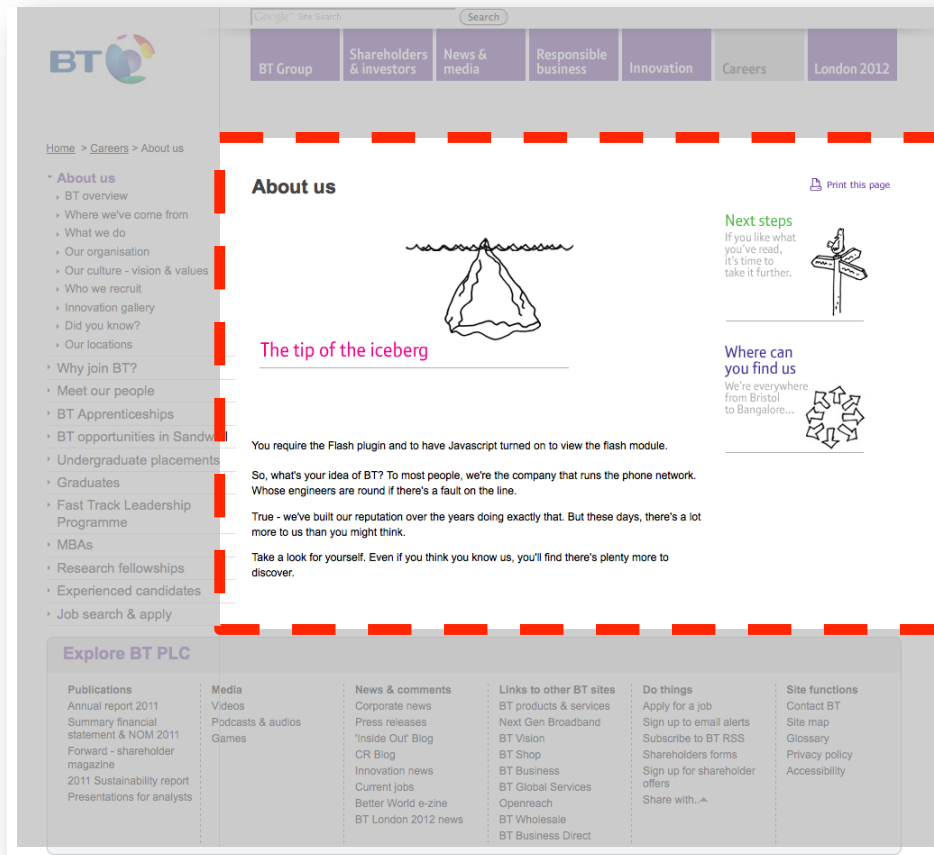# Typical User Journey

Type 2: Wants to see what is around, wants the right job in the right company

Check company profile → Look for the opportunity → Search jobs / Register →
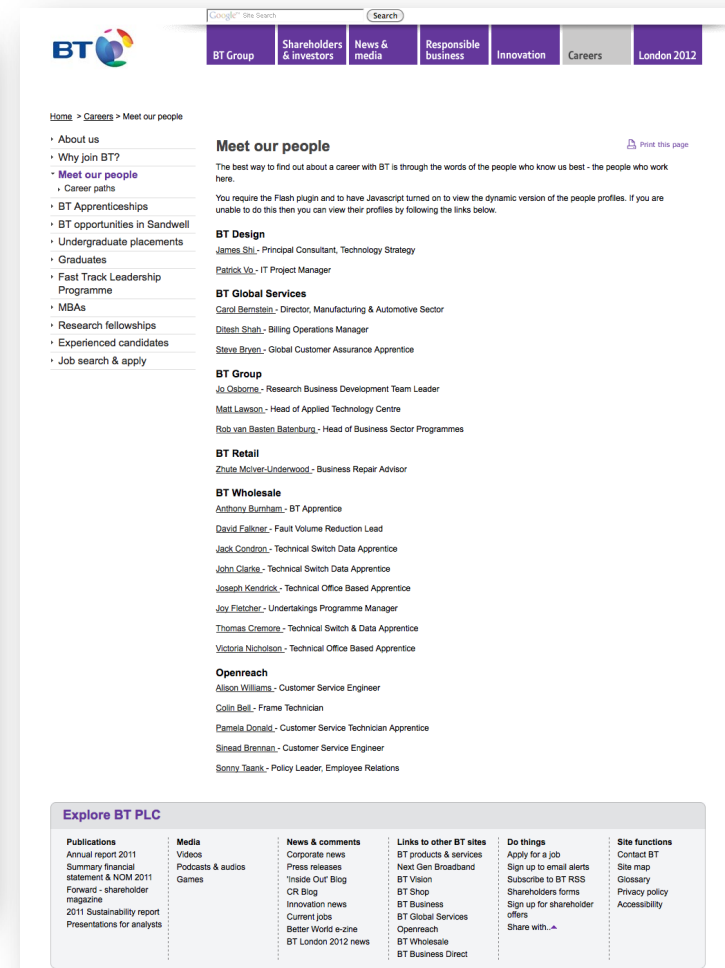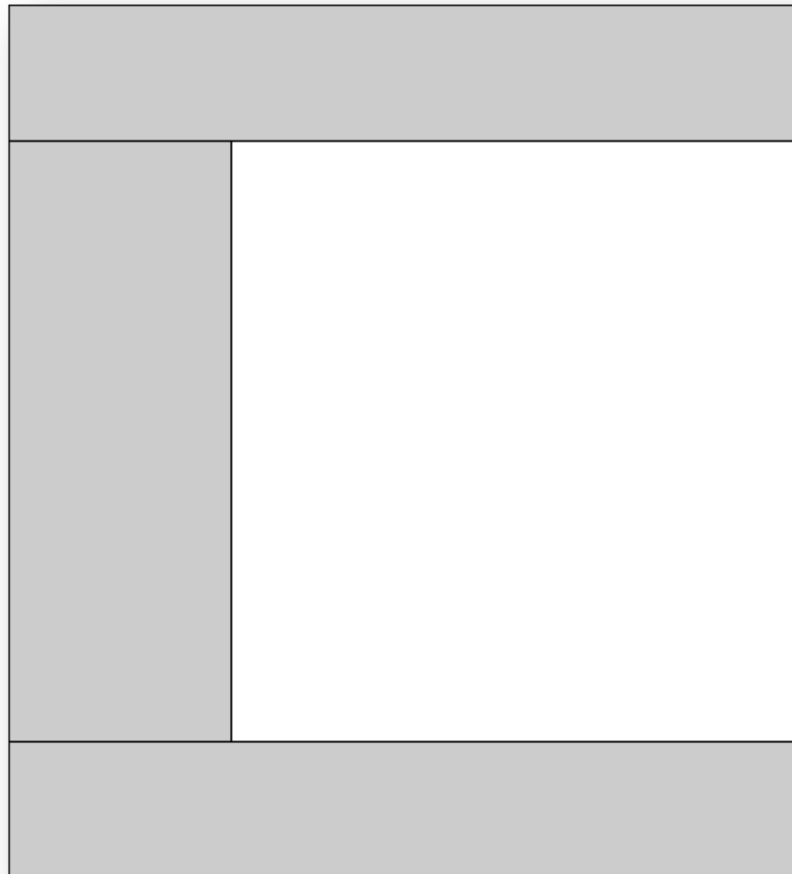
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Our approach
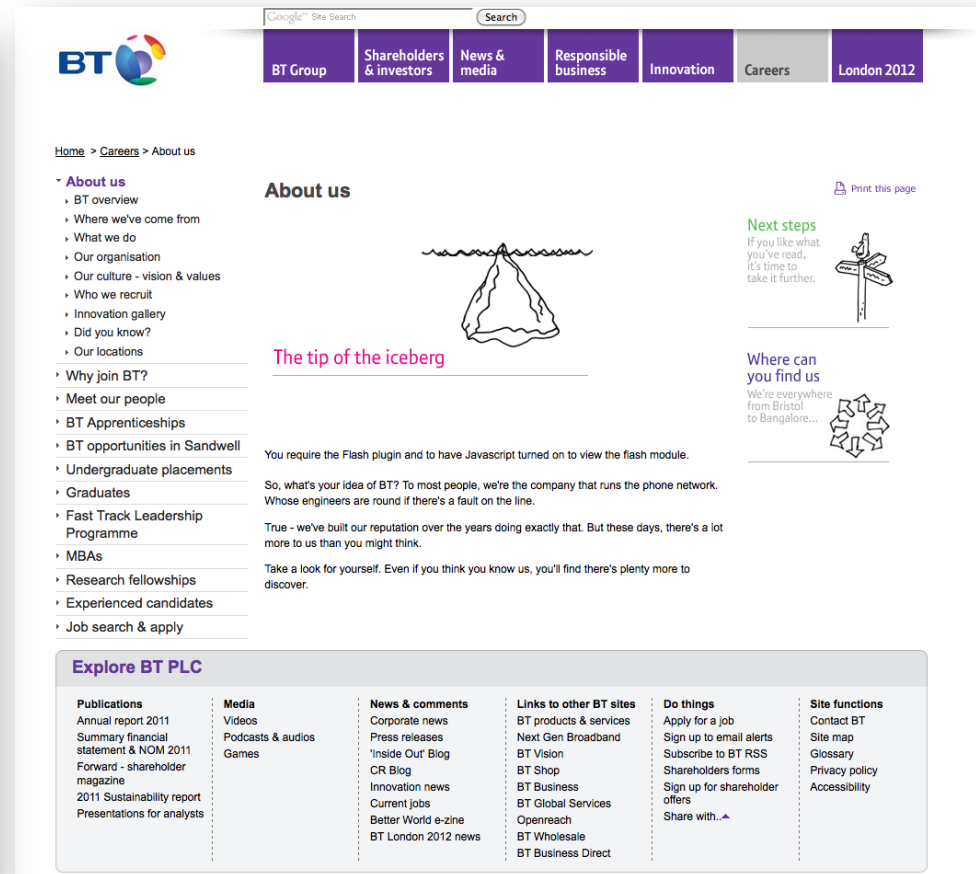
Design within the boundaries of the current site

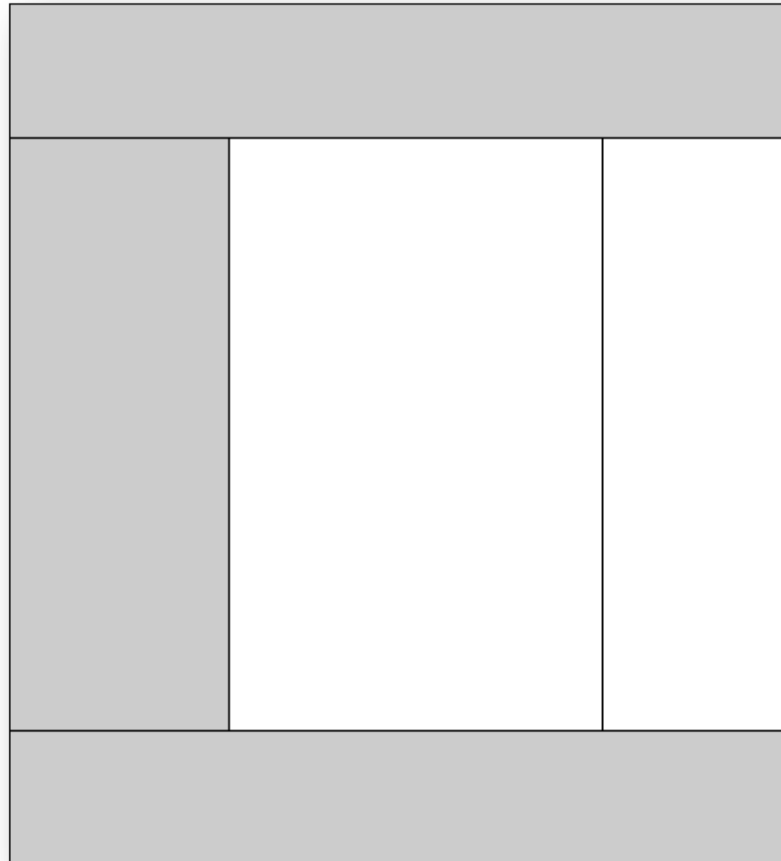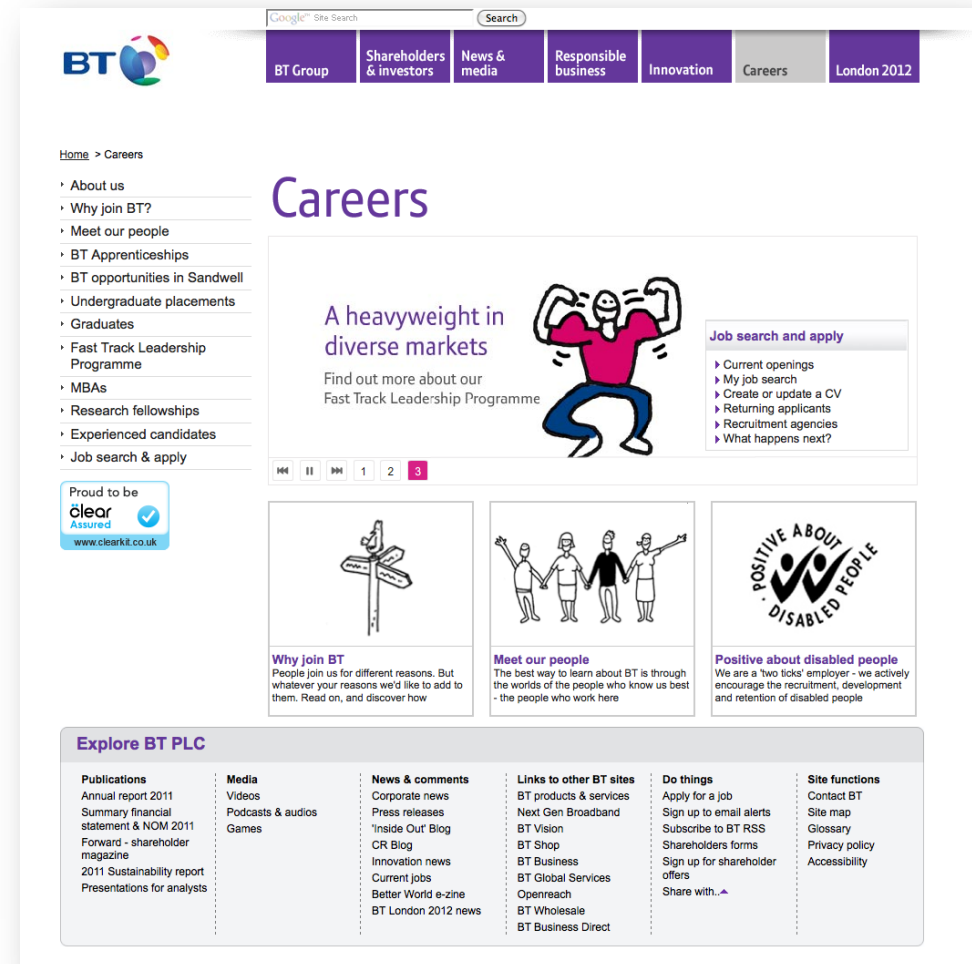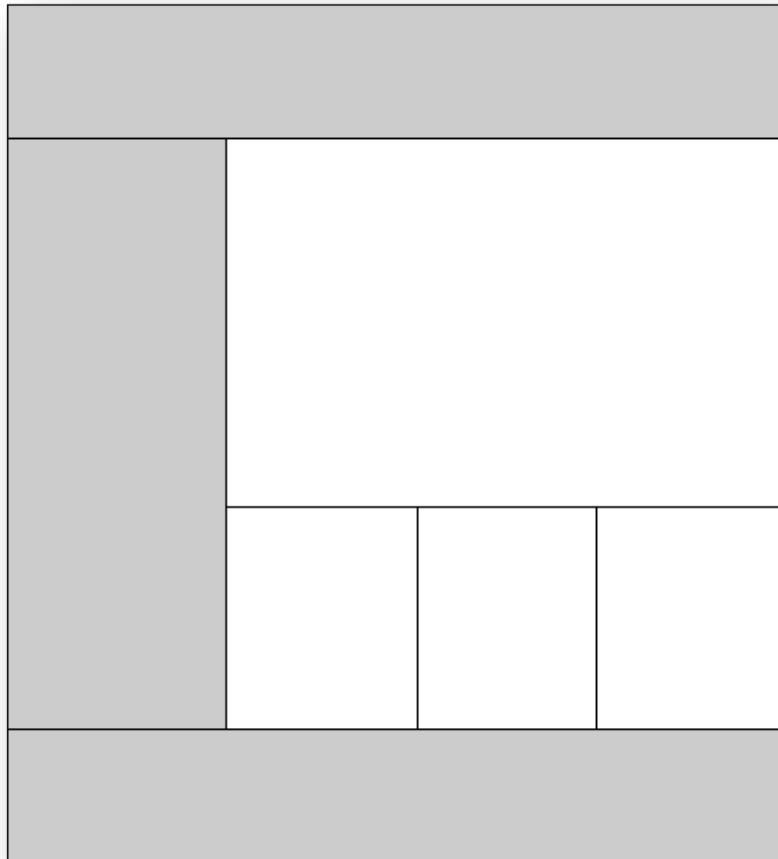# Current Site Templates

Template 1 – One column

Template 2 – Two columns

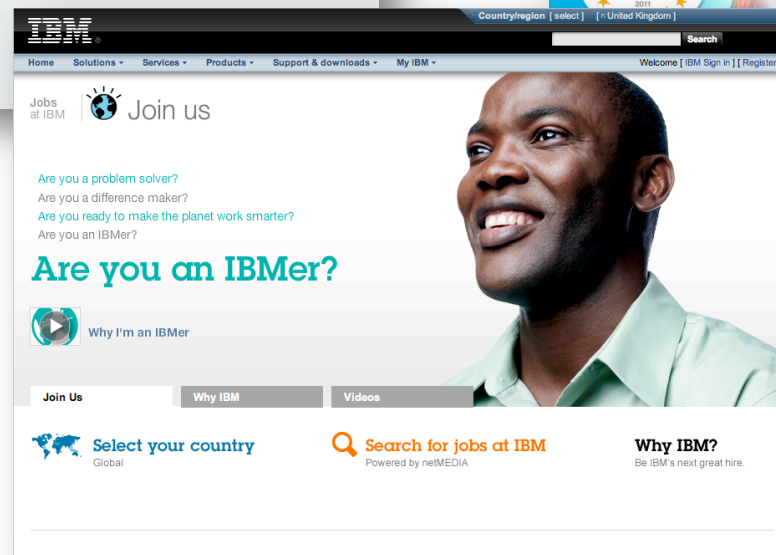# Template 3 - 3 Columns

Sitemap

See hard copy supplied.

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Sites Review

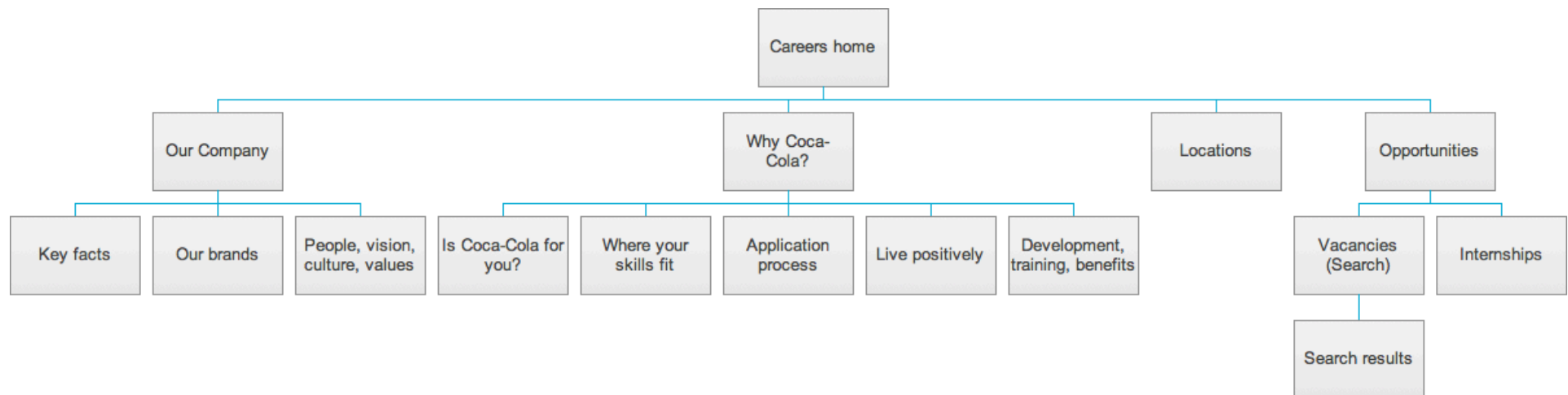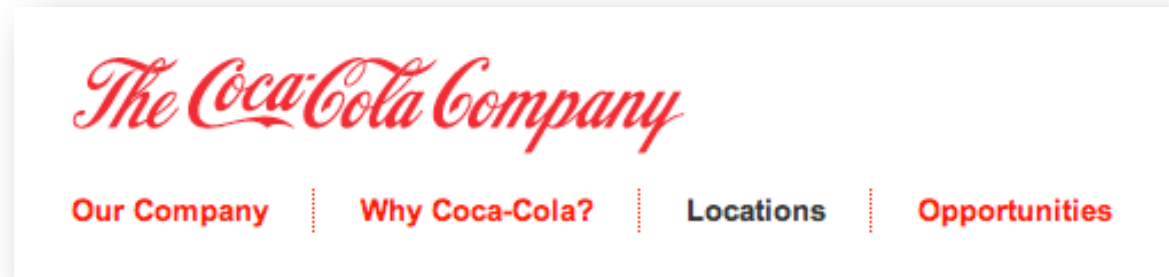IBM, Coca-cola, Microsoft

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Navigation Strategies

Approach to global career sites: filter the users, e.g. Global Map
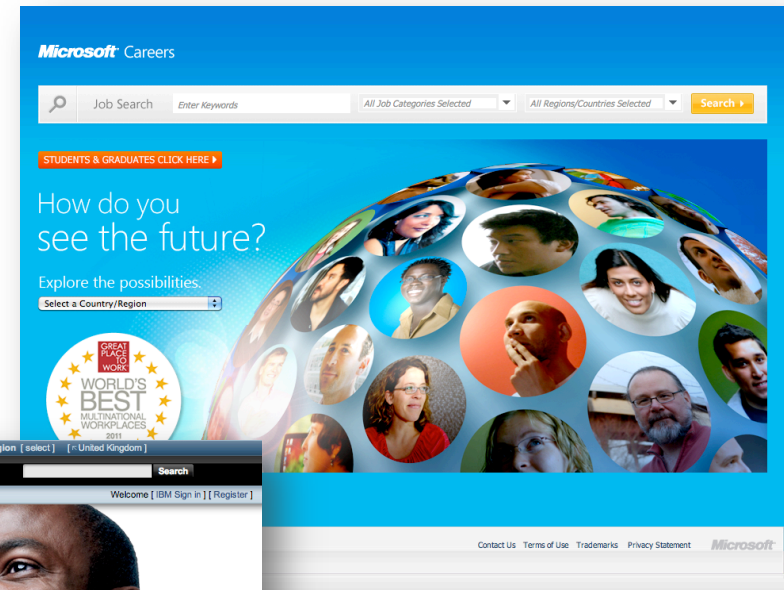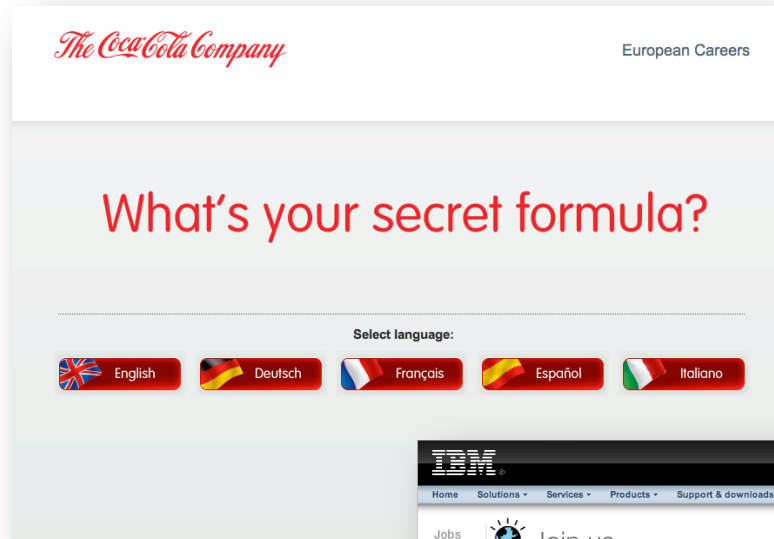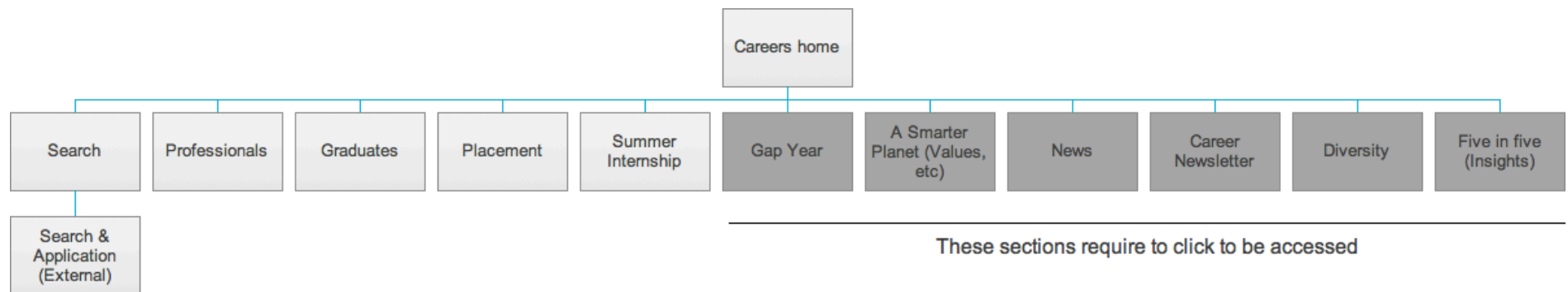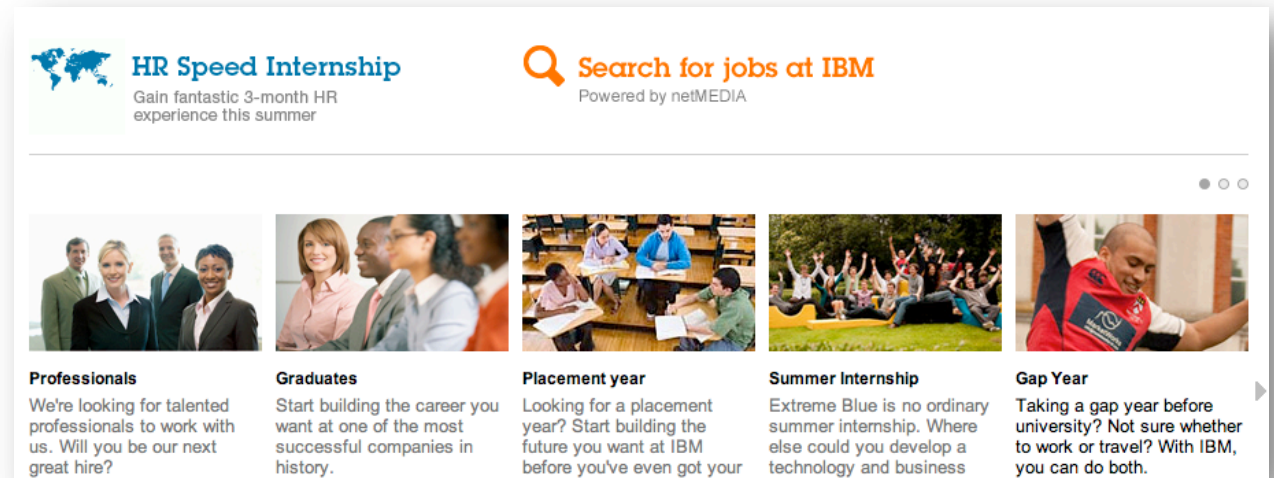
Coca-Cola

- Simple navigation

- 2 clicks to job search

- On-site job search and application

IBM

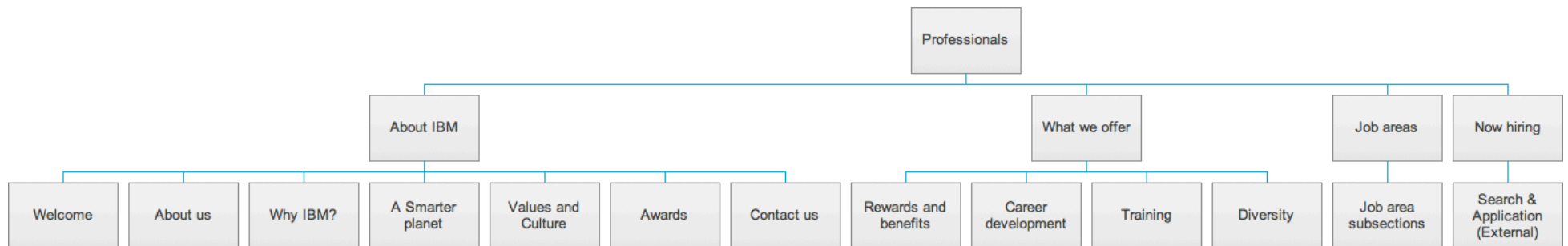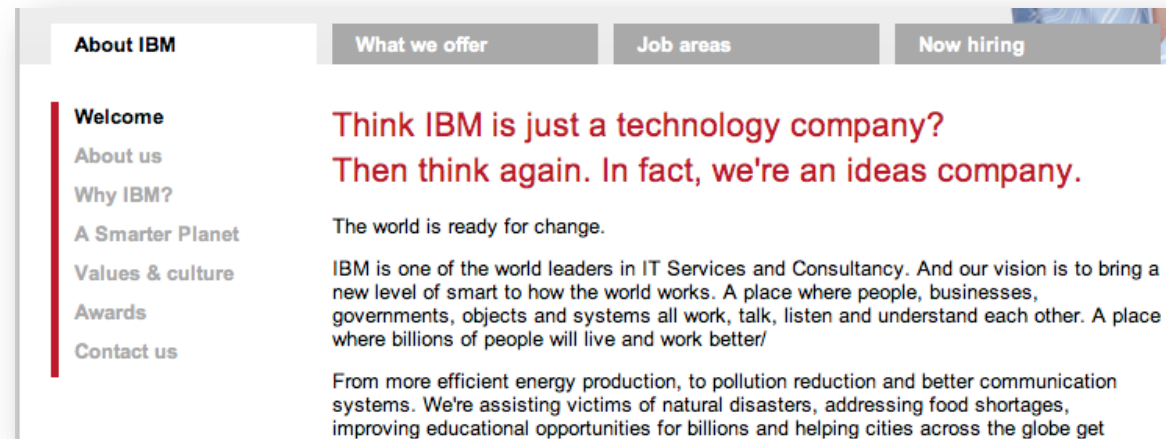## Step 1:

- Audience filtering

- Emphasis on search

- Off-site job search and application

IBM

Step 2

- **Targeted content**, using a standard career site structure replicated for each audience group

- Off-site job search and application

Microsoft

- Simple navigation

- 1 click to job search

- On-site job search and application

Microsoft Careers
United Kingdom

Home   Meet Microsoft   Find Your Fit   Apply Now   Graduate

Careers home

Meet Microsoft   Find your fit   Apply now   Graduates   Job Search

Diversity, Benefits, Career development   Locations   Businesses   Professions   Technologies   Process and Overview   Advanced Search

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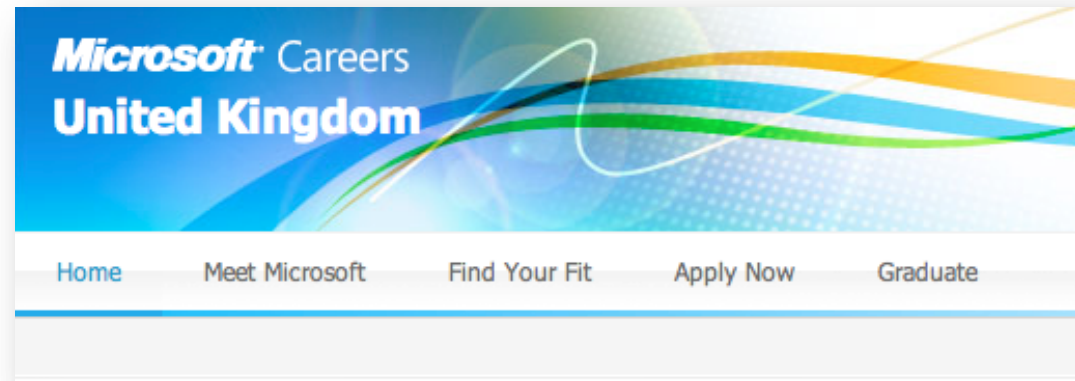
Learnings on Navigation

- Few primary entry points in the main navigation
- Prominent search in main navigation
- Typical structure is: **Company Profile, Company offering, Candidate Fit, Search Jobs**
- Filter the audience if there are many different groups with very different goals
- Enable on-site job search and application, where possible

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Content Audit

IBM, Coca-cola, Microsoft

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Content

	BT	Coca Cola	IBM	Microsoft
Company values (recruitment side)	*Business focussed*	*Our commitment to the world*	*Innovation and pride*	*Do what you love?*
Tone of voice	Neutral	Friendly	Challenging	Inspirational
About	Yes	Yes	Yes	Yes
Why us? (Benefits joining in)	Yes	Yes	Yes - Focused on strong candidates	In About
Diversity statement	Yes	Yes	No	Yes
Employer recognitions	Yes, but not visible	n/a	Achievement awards	People awards (Employer)
Employees testimonials	Yes	Video testimonials	Video testimonials	Yes, blogs and notes
Is our company for you?	Yes	Yes	No	No
Business areas	Yes	No	Yes	Yes
Applicant level classification	Yes - Many levels	Internships	Professionals / Graduates / Interns	Graduate
Locations	UK Based - In sub section	Yes	Yes	Yes
Application process	Yes	Yes	No	Yes
Jobs search and application on the main corporate site	External career site	Yes	External career site	Yes
Social networks	No	No	Tumblr, Twiter, Facebook, Linkedin - You tube video content	Yes
Email alerts	No	Yes	No	No

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Social Media Ideas – IBM: targeted audiences on social networks

Learnings on the content

- Most of the key content is present on the BT site

However:
- There are some taxonomy/content organisation issues
- Labelling is not always clear
- Need to set of tone of voice: visual design, copy
- Need to create persuasive and action focused copy, with clear calls-to-action
- Enable on-site job search and application, where possible

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Recommendation

- Update the structure of the site
- Update the page structure
- Refresh the design
- Re-write key content
- Consider social media
- Consider tone of voice and visual guidelines for the content production

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Thank you
The Crayon Project Team