



Drift Employer Brand

# COMPANY

## Our Career Site Roadmap

June 2022

This excerpt is for illustration only. Key details have been changed to protect client's intellectual property. All data should be taken as **for placement only.**







## Overview

### Summary of Session

Group Learnings

EVP Themes

### Part 1: Creative Identity

Detailed Recommendations & Examples

Potential Threats to Brand Sentiment

### Part 2: Site Flow

Session Findings & Ideas

Recommended Site Flow

### Part 3: Site Content

Defining COMPANY's Voice

Recommended Content Additions

### Recommended Roadmap

Prioritization of Key Activities

Timeline to Completion

Thank You



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PART 1

# Creative Identity

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# Creative Update to Career Site

**Recommended Approach:** Refresh all career site imagery using high-quality, brand-aligned photography that features real employees in diverse settings and situations. This approach will ensure that talent and employees feel connected to your message and strengthen your value proposition to your residents by further humanizing your brand.

## Starter Shot List

Images like these can help capture your employee value proposition.

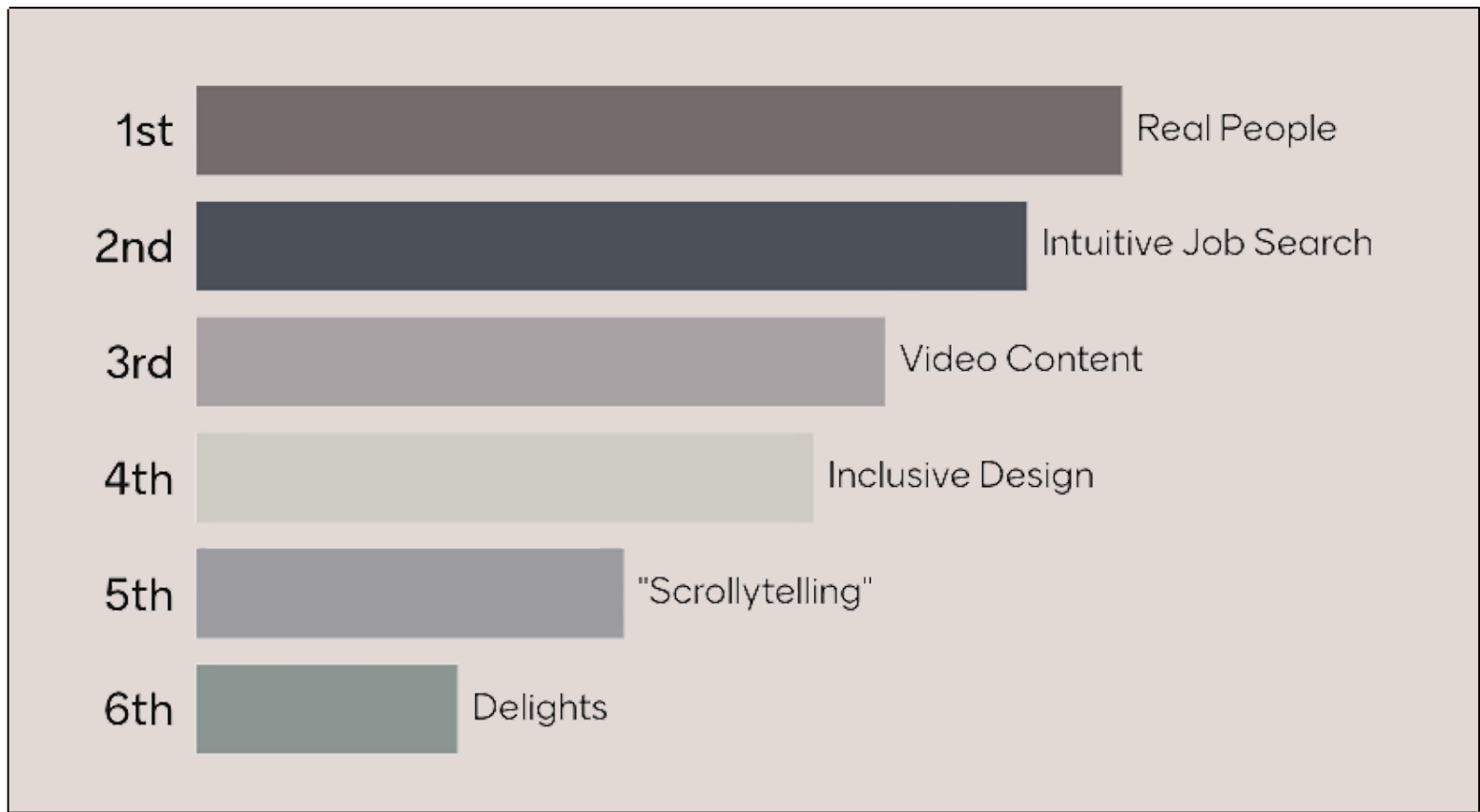
### Primary Photography

- Hero Image Main Page Image
- Diversity & Inclusion Hero Image
- Life at COMPANY Hero Image
- Leadership Hero Image

### Secondary Photography

- Direct Service Teams Working
- Corporate Teams Working
- "Caring in Action" Imagery
  - Employees & Residents
  - Community Giving
  - Working Together

**COLLABORATION SESSION:** Participants ranked featuring real people on a career site the most impactful design trend.



### Guiding Principles

All images should reflect the diversity of your workforce and your residents. Ensure a strong range of settings, locations and employees.

PART 2

# Site Flow

# Session Findings and Ideas

## Creating a Continuous Experience

I love that the site created a continuous but segmented experience through the use of visuals. The career site felt a little bit difference and that made it feel authentic.

*Input from session on a best-in-class career site (Apple). The site layout mirrors their consumer-facing product, creating a segmented-but-consistent experience.*

There are opportunities within the COMPANY career site to create a more streamlined, intuitive experience from both a brand and talent perspective. Back-linking, cross-linking and the addition of new pages will contribute to a more robust, comprehensive experience.

### Recommended Guiding Principle

Lead talent through an "Inspire-Inform-Apply" journey with the site structure.

## Talent Journey Maps

Findings from the session indicated there is value in exploring segmented experiences within the career site.

### Recommended Explorations

Spotlight key roles through Visual.  
Create dedicated landing pages for critical roles.  
Add more employee testimonials to reflect more diverse areas of the business.

### Possible Segmentations

- High-Priority Roles (ie. "Featured Jobs"), like Baristas
- Mainstay Roles in Retail (roles you will always need strong talent pipelines)
- Corporate Roles (roles in strategy)
- Segmentation by Job Type (ie. "Frontline", "COMPANY Head Office")

PART 3

# Site Tone



# Recommended Content Additions

More Visual Content	EVP Content	Personalization
<p>Visual content consistently outperforms static content when it comes to engagement. Adding real perspectives from your team and leaders about important aspects of the COMPANY culture is a way to show, not tell, what life at COMPANY is really like for employees.</p>	<p>New perspectives received through employee research indicate that there are key strengths and differentiators about COMPANY that are valuable to prospective talent. Create content addressing themes – this will inspire and inform candidates and encourage further exploration.</p>	<p>Realistic previews into the diverse types of work available at your organization will strengthen your employer reputations and attract candidates who are aligned to your purpose and the way you work. This content can also help candidates "self-select", leading to a speedier, more cost-effective recruitment process.</p>
<p><b>Consider Developing:</b></p> <p>Employee Visual Spotlights</p> <p>30-second Job Spotlights</p> <p>Leader Visual Profiles</p>	<p><b>Consider Developing:</b></p> <p>Wellbeing at COMPANY, Balance at COMPANY, Growth at COMPANY, Inclusion at COMPANY</p>	<p><b>Consider Developing:</b></p> <p>Content designed for key direct service &amp; corporate head office roles, across the country.</p>



IMPLEMENTATION

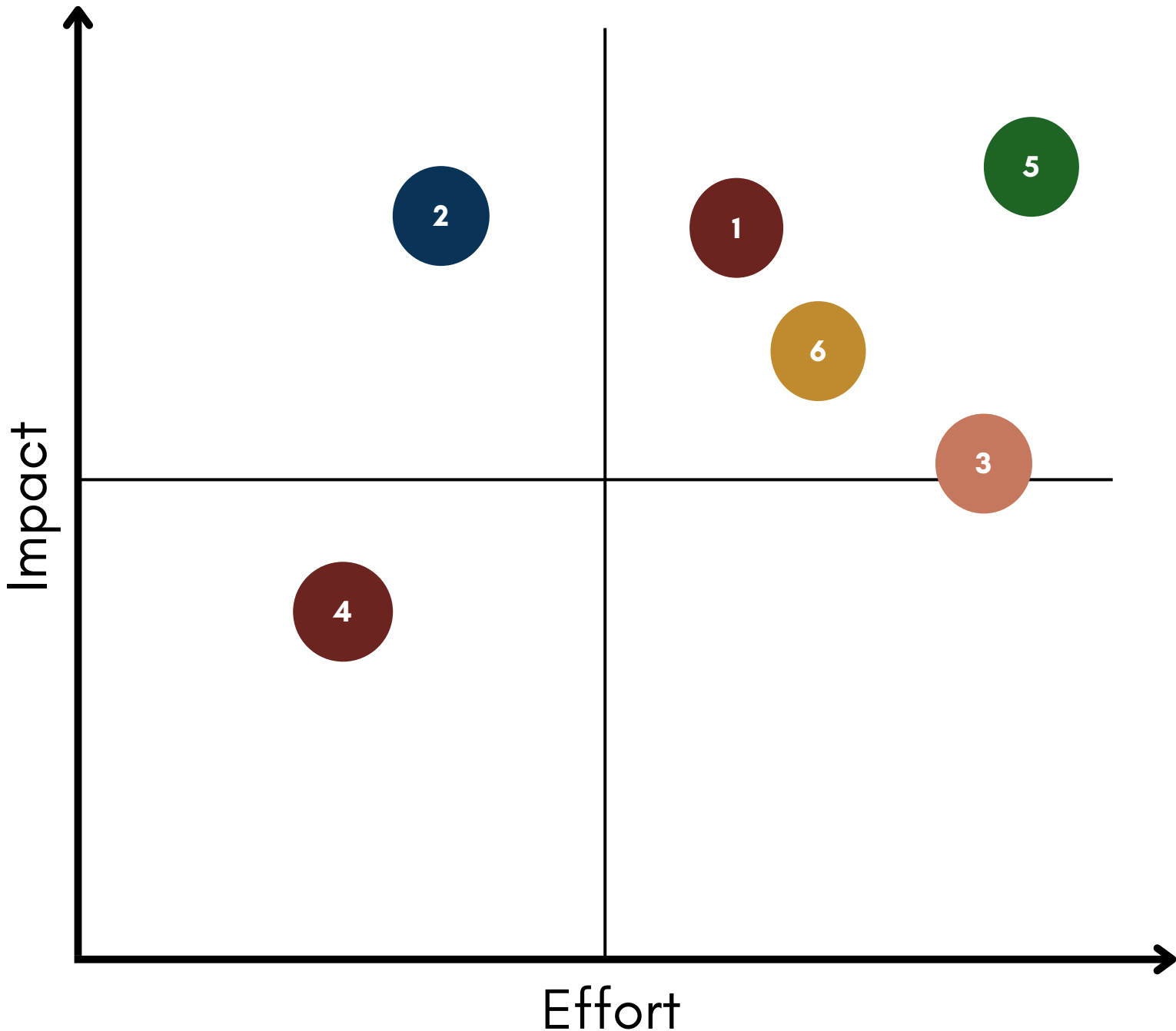
# **Recommended Roadmap**

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# Activity Prioritization

During the 2-hour session with Drift Employer Brand, COMPANY participants identified key elements of the career site to be evolved. These elements centre on the content, design and functionality of the site.

## Mapping Key Initiatives



Effort is defined as the investment of resources, time, and headcount to complete the activity. Impact is defined as the forecasted lift in engagement, traffic, candidate experience and employee affinity associated with each of the identified career site re-launch activities.

- 1 Intuitive Job Search** - Featured search functionality on the career site that enables users to search roles, teams and locations.
- 2 Personalization** - Landing pages, featured roles or other spaces on the career site that create a personalized talent experience.
- 3 New Visual Content** - Creation of rich content to spotlight more diverse roles and employees across the organization.
- 4 Streamline Candidate Experience** - Ensure that the external facing career site and the applicant tracking platform have a consistent, current brand look and feel.
- 5 Site Flow and Functionality** - Back-linking, cross linking, SEO and other mechanisms to improve site usability and candidate experience.
- 6 Mobile Experience** - Optimized experience for mobile; potential to explore mobile-first functionality to enhance candidate experience.