

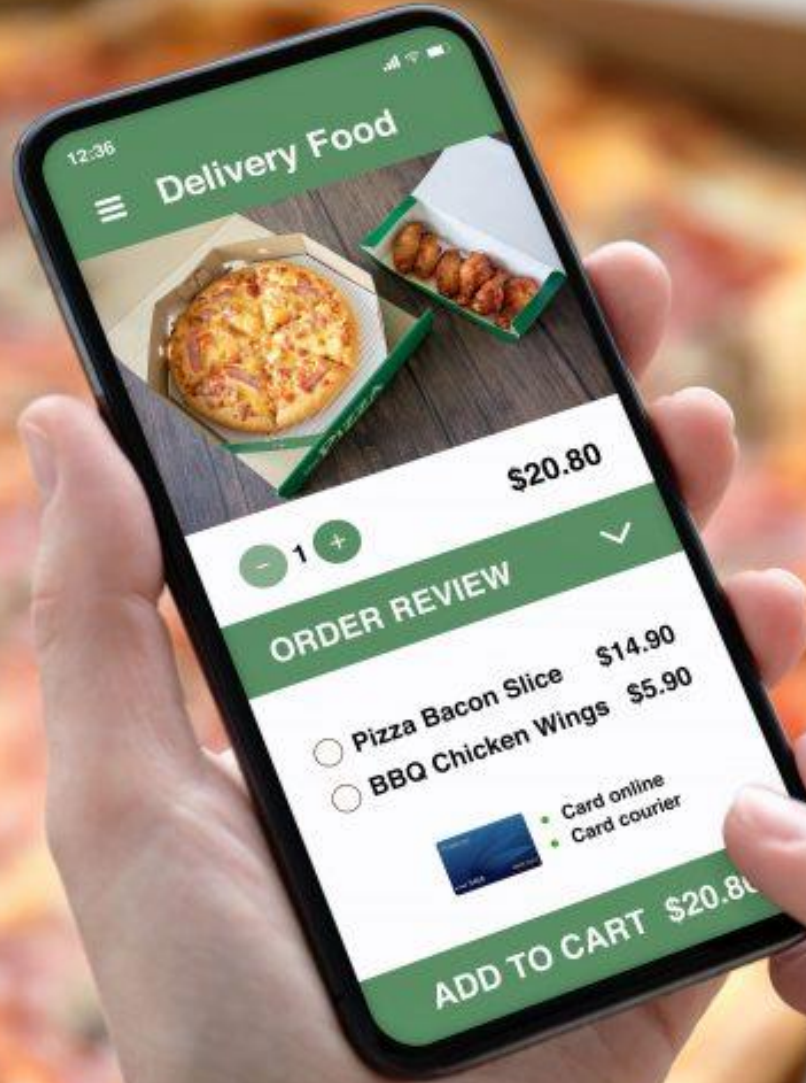


SECRETS FOR ATTRACTING TALENT IN AN UPSIDE-DOWN JOB MARKET

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Sr. Mgr. Talent Marketing and Talent Experience

PIZZA VIPER



JANKEY PIZZA





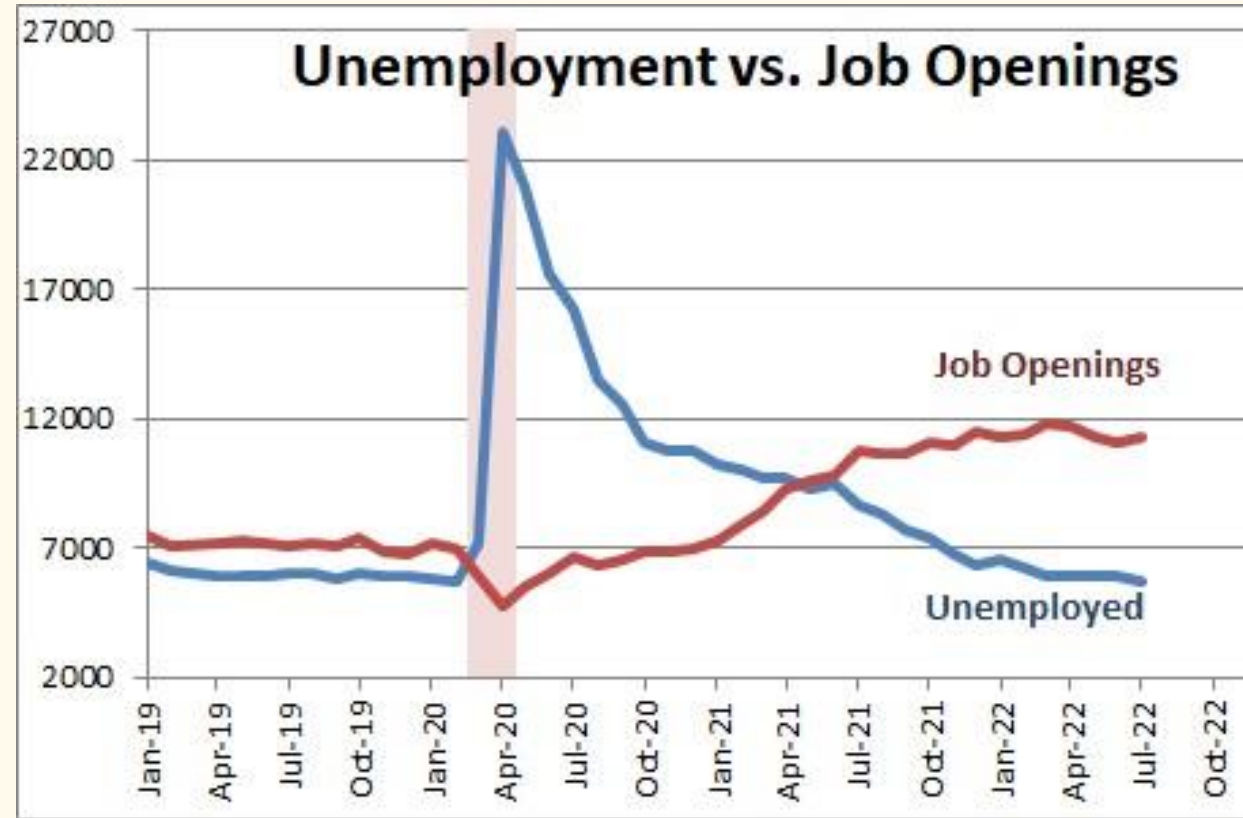
IS YOUR HIRING PROCESS JANKEY?



- Cut-and-paste old job descriptions
- Job titles with no SEO
- “Post and pray” strategy w/no paid boosting
- No employer branding
- Mobile-unfriendly application
- Forcing candidates into manual processes

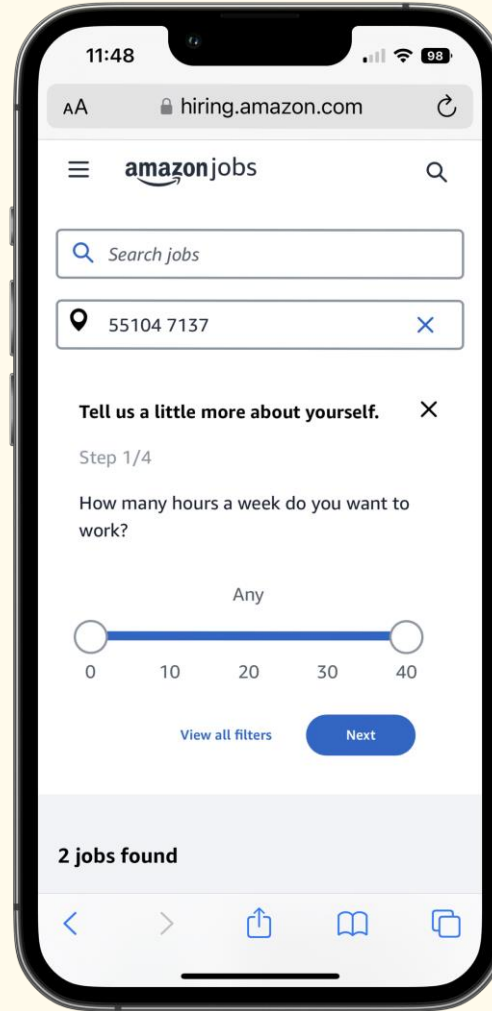


THE LABOR MARKET IS BONKERS





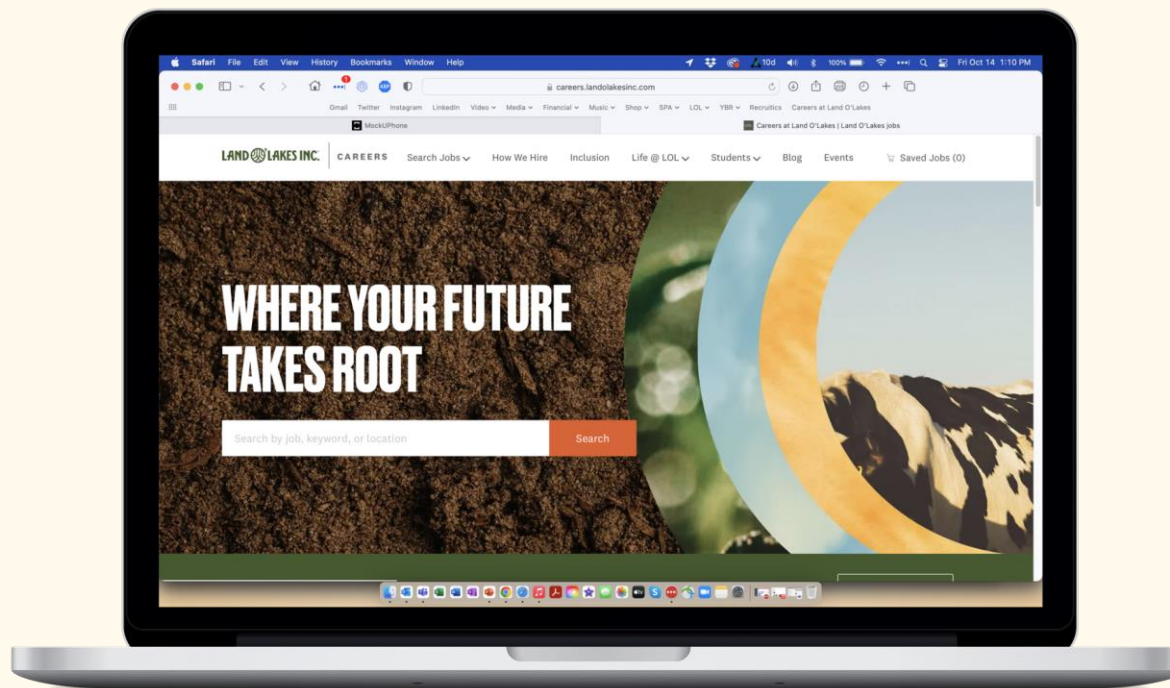
THE COMPETITION IS FIERCE





I'M ON THIS JOURNEY WITH YOU

- ~20,000 Careers site visitors per month
- ~80,000 applications in 2022
- Evolving employer brand





EMPLOYER VALUE PROPOSITION (EVP)

Purpose

- Mission
- Values
- ESG

People

- Culture
- DEI
- Testimonials

Rewards

- Comp & bonuses
- Benefits
- PTO/Flex

Career

- Advancement
- Performance review process
- Training & development

Workplace

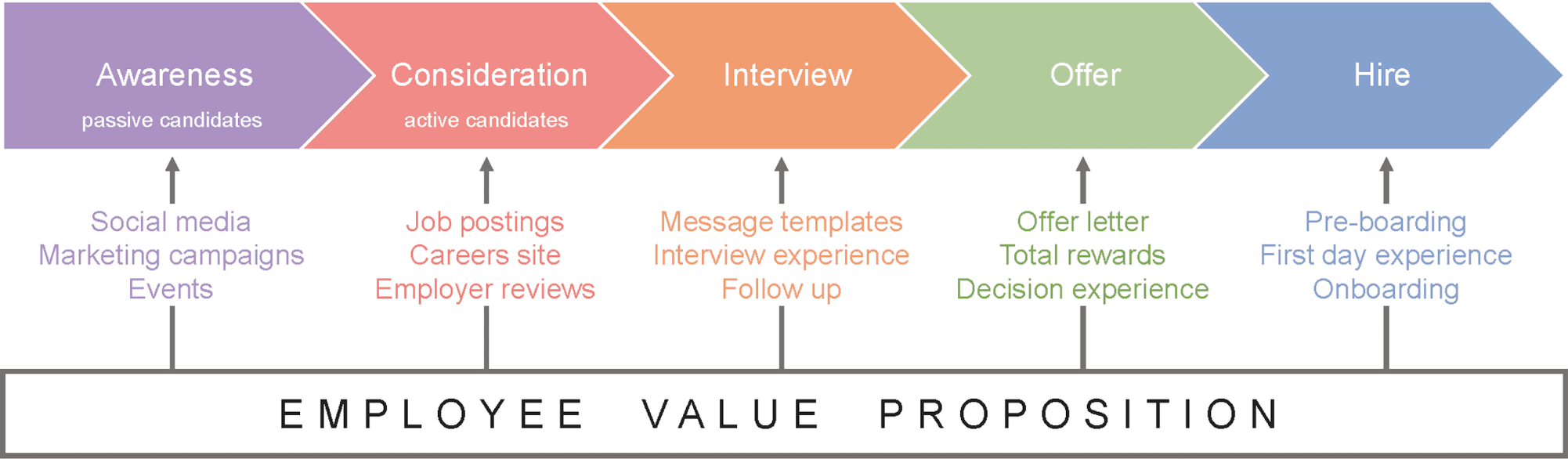
- Amenities
- Safety
- Products/quality
- Location/proximity



EMPLOYER VALUE PROPOSITION (EVP)

EVP Communication Channels

Communicate your Employee Value Proposition throughout the recruiting journey





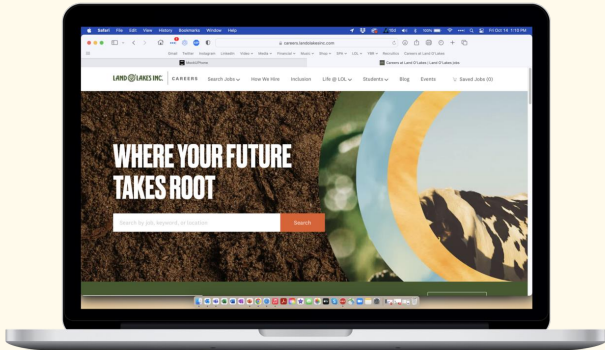
OUR EVP IN ACTION



Career fair banner



Job preview card on social media



Careers site



Company intranet





EMPLOYER VALUE PROPOSITION (EVP)

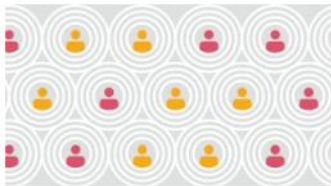
Why PwC?

Although we come from different backgrounds and cultures across the firm, our values are what we have in common. They capture our shared aspirations and expectations, and guide how we make decisions and treat others. We care for our people and are committed to inclusion, understanding and respect for all.



Top reasons to work at PwC

Explore the top reasons to work at PwC.



People of PwC

At PwC, it's about making time for what matters most. Explore what it means to be a caregiver and PwCer.



Investing in our people

At PwC our people continually improve their professional skills and enhance their personal brand. We also offer training opportunities so our people build their...



Explore our New Ways of Working

Our hybrid work model includes three ways of working: virtual, flex and in-person. Discover a workday that works best for you.



What we do

Our purpose—to build trust in



Building on a Culture





EMPLOYER VALUE PROPOSITION (EVP)

English Saved Jobs

WORKING AT HONEYWELL

Make an Impact. Make Real Connections. Make the Best You.
Become a #futureshaper

THE FUTURE IS WHAT WE MAKE IT.

MAKE AN IMPACT

Futureshapers bring their ideas, passions and entrepreneurial drive to

MAKE REAL CONNECTIONS

Futureshapers are unique and inspiring, reflecting the customers and communities we serve. Our

MAKE THE BEST YOU

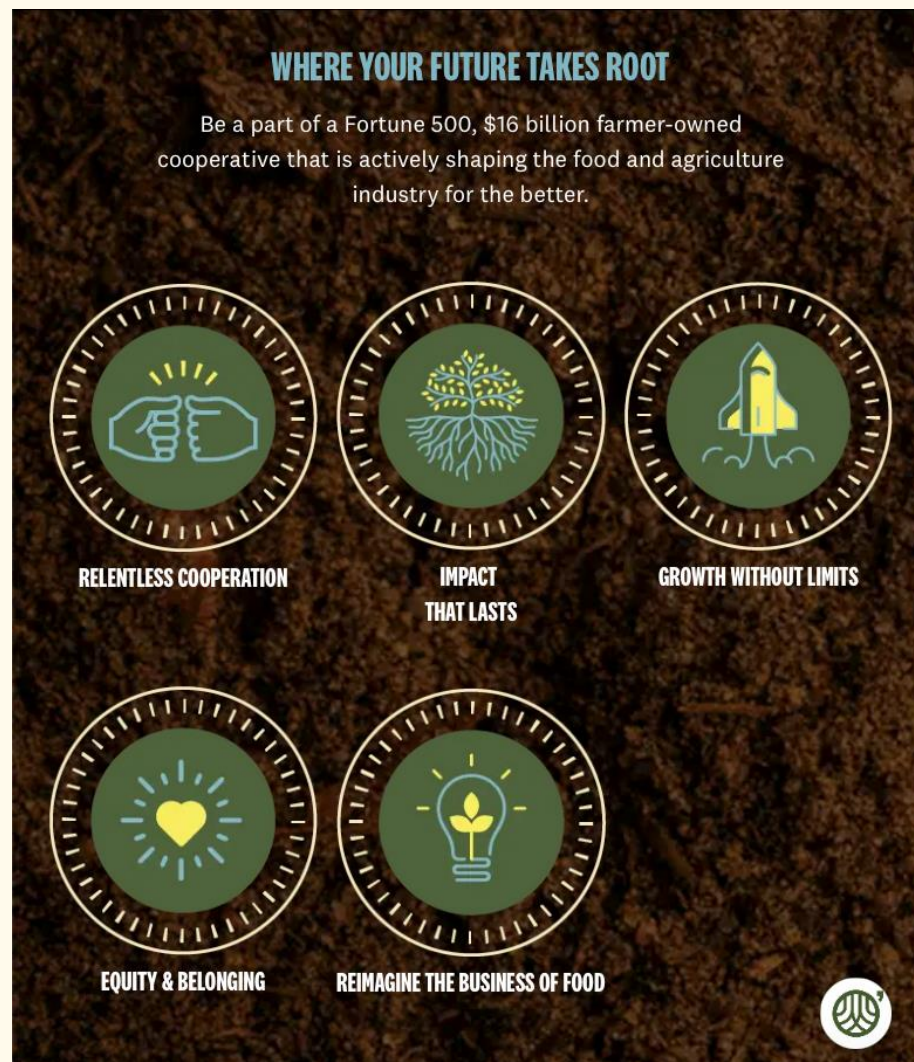
Futureshapers apply their best self to thrive professionally and



EMPLOYER VALUE PROPOSITION (EVP)

To Create an EVP

- ✓ Survey your people
- ✓ Ask your HR recruiters
- ✓ Host a listening session
- ✓ Look at brands you aspire to be like
- ✓ Create an EVP draft and focus-group it



Clichés to Avoid:

- ✗ "We are family"
- ✗ "We work hard, play hard"
- ✗ "Self-starters"
- ✗ "We're looking for rock stars"
- ✗ *No stock photography*



WHAT EMERGING TALENT WANTS

Jobseekers born in the 80s, 90s, and 2000s value:

- Purpose over paycheck
- Skills development
- Coach, not a boss
- Feedback and advancement
- Autonomy, flexibility, and work-life cohesion







4 STEPS TO BETTER JOB DESCRIPTIONS

1

Search-friendly job titles
drive more job visits

2

Shorter job descriptions
convert more applicants

3

Reposting your job after
90 days **keeps it visible**

4

Including a salary both
increases visits and applies



SEARCH-FRIENDLY JOB TITLES

YOUR JOB TITLE SHOULD BE THE SAME 2-3 WORDS YOUR CANDIDATES WILL USE TO SEARCH FOR YOUR JOB

FOR A SEARCH-FRIENDLY JOB TITLE:

- Aim for 2-4 words
- Copy common job titles
- Don't use internal jargon
- Don't use abbreviations
- Don't use special characters other than comma or dash (No *&!;:"' +)
- Don't use acronyms
- Don't use clickbait (No HIRING IMMEDIATELY)
- Don't say "dairy," "feed," "crops," etc. unless industry experience is a mandatory prerequisite

INSTEAD OF THIS:		DO THIS:
Butter Churn Operator	→	Production Operator
Sr. ASC Warehouse Mgr.	→	Senior Warehouse Manager
Purina Part-time Associate Research Technician-Calf Barn	→	Associate Research Technician, Part-Time
Fresh Cheese Team Leader	→	Manufacturing Supervisor

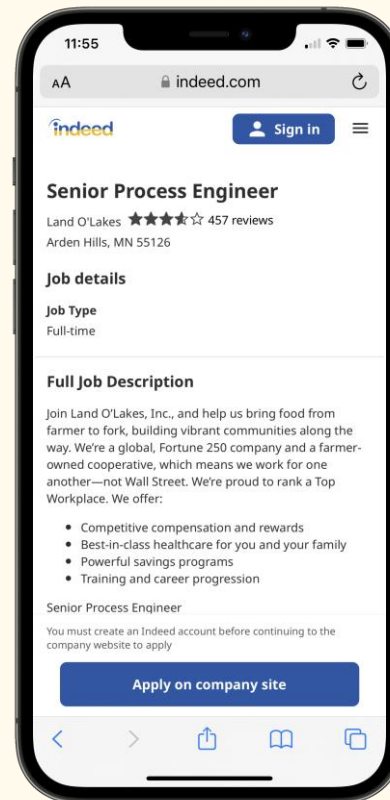


SHORTER IS ALMOST ALWAYS BETTER

KEEPING YOUR JOB DESCRIPTION BETWEEN 350-450 WORDS CAN INCREASE APPLIES BY +30%.

A HIGH-PERFORMING JOB DESCRIPTION:

- Keep it between 350-450 words
- Avoid gendered or biased language (No “looking for an aggressive go-getter,” “looking for someone who can fit-in seamlessly,” etc.)
- Use a combination of bullets and short paragraphs
- Provide a salary or pay range (this can increase applies by 30%)



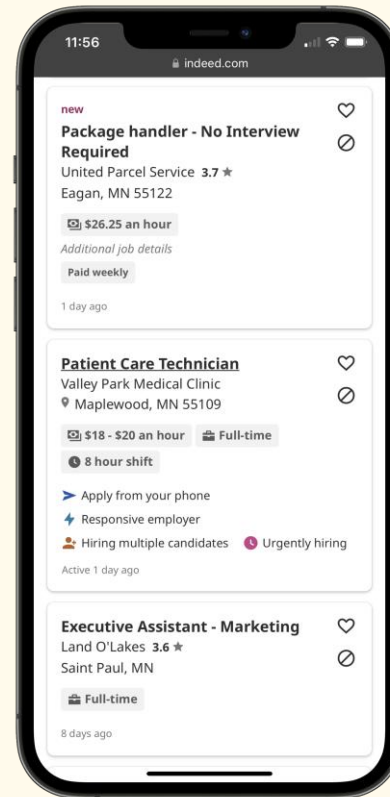
If your job description requires more than a single thumb scroll, you're costing yourself applicants



INDEED PUNISHES STALE JOB POSTINGS

JOB POSTINGS GO STALE:

- After 30 days, open jobs become increasingly suppressed by Indeed's search-results algorithm, which privileges newer jobs in results listings
- After 120 days, your job will become invisible within Indeed search

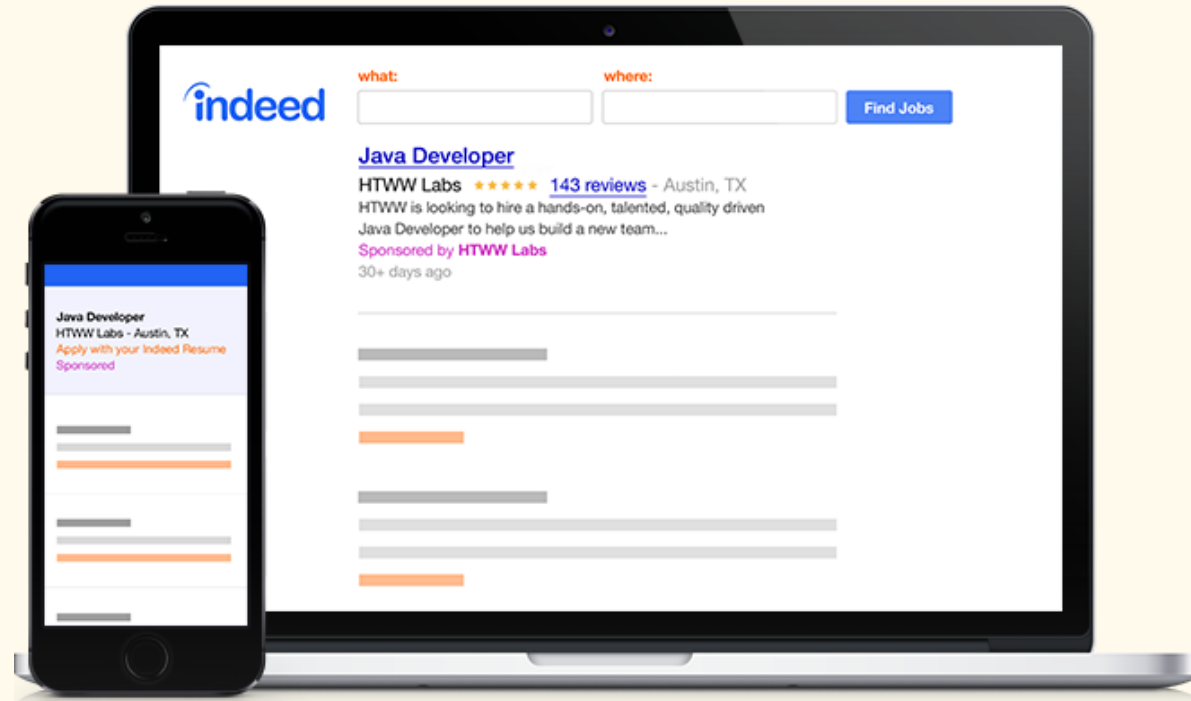


Jobs that appear at the top of search results will get more views, and more applies

Un-posting and re-posting will not “trick” Indeed (we’ve tried it!)



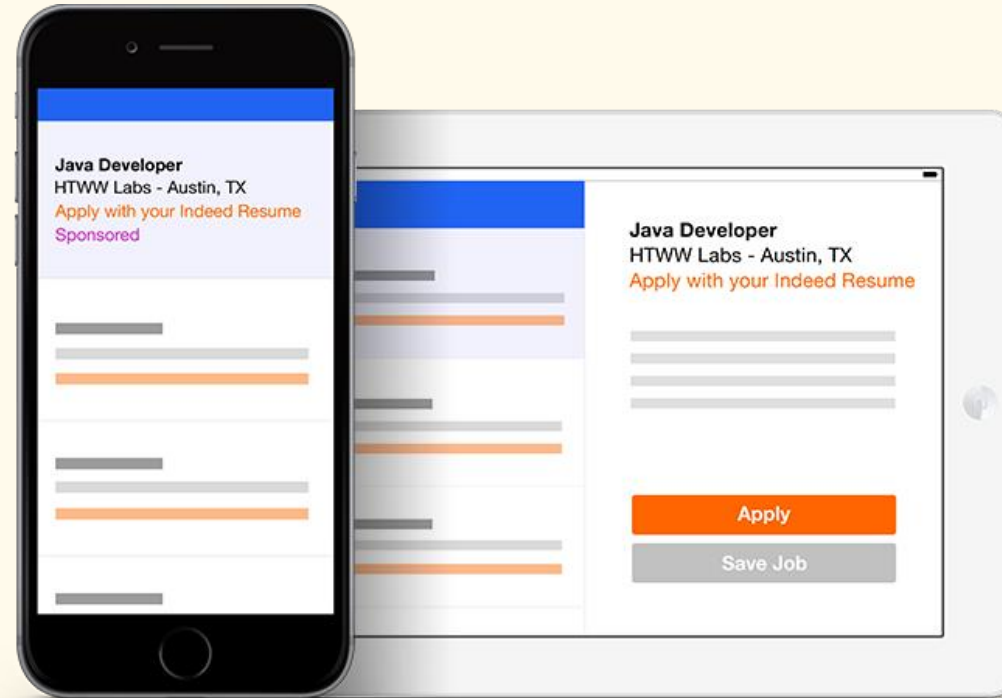
TRY IT: SPONSOR A JOB



<https://www.indeed.com/hire/resources/howtohub/how-to-sponsor-a-job-on-indeed>



TRY IT: INDEED APPLY



<https://www.indeed.com/hire/easy-to-apply>



WHAT DID WE LEARN?

You need to
market jobs like a
consumer product

It starts with a
compelling EVP

Use your EVP
throughout the
candidate journey



SEO job titles

350-word job
descriptions

Repost jobs after
90 days

Include a salary
where you can

