

TALENTERIA

Candidate Experience and
Recruitment Marketing Platform

Step-by-step PLAYBOOK
with examples & templates

Getting the Most out of

Your Career Site

www.talenteria.com

What's in?

1 What to have on your **Career Site**

Ultimate career site feature list

2 How **Artificial Intelligence** helps

Empower your Career Site and
Candidate Experience with
Generative AI

3 Setting the **Goals**

S.M.A.R.T. goals for career site
Worksheet & Examples

4 Mapping the **Candidate Journey**

Candidate journey template and
example

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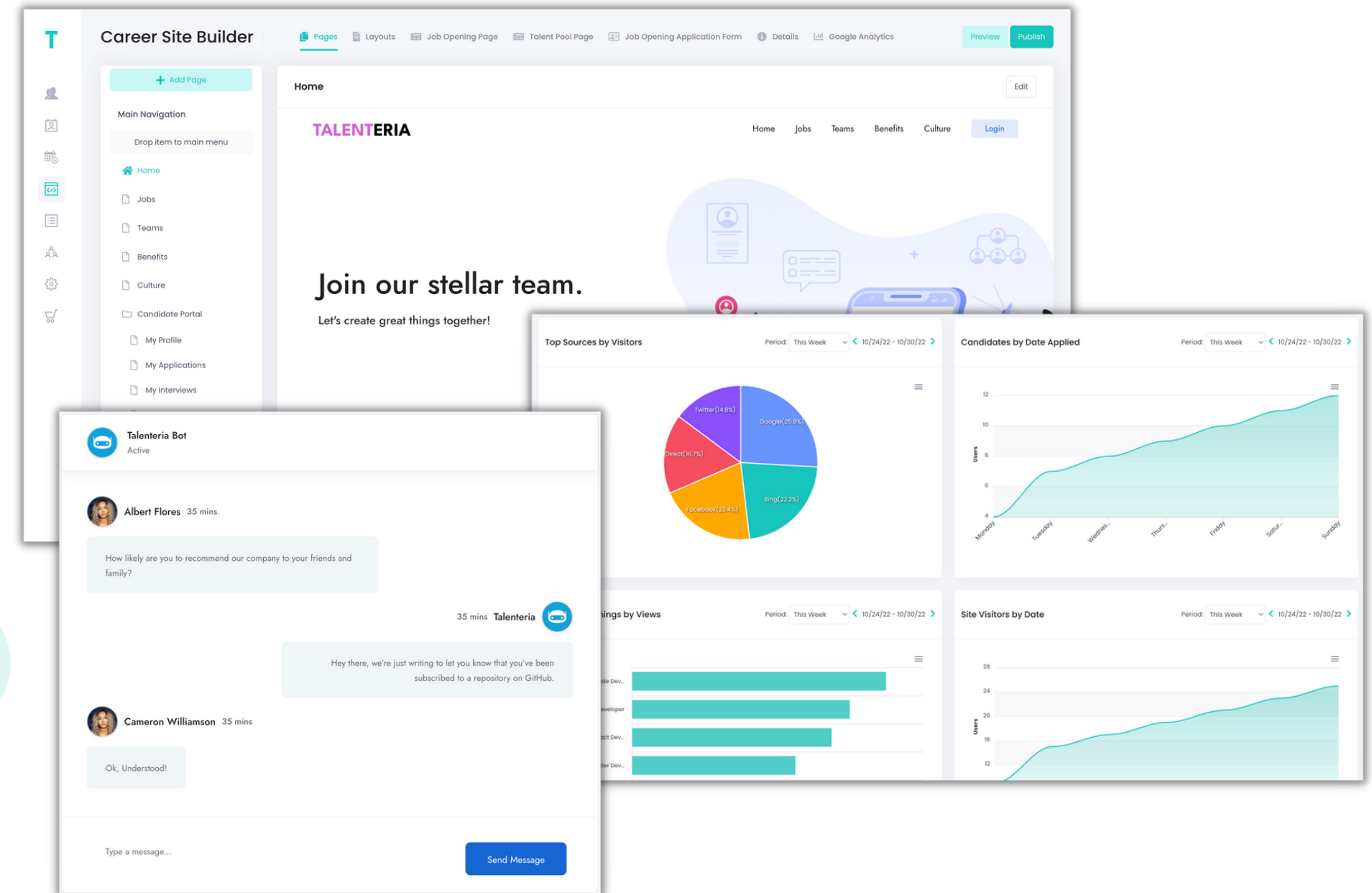
About TALENTERIA

AI-powered Recruiting Software

Candidate Experience

Career Site Builder

Recruitment Marketing



Career Site Ultimate Feature List

TALENTERIA

Home Jobs Teams Benefits Culture Login

Join our stellar team.
Let's create great things together!



Who we are

We're working to find new and better ways to help businesses succeed, and we're looking for people like you to help shape tomorrow.



Career Site Sections

SECTIONS

- Main page
- Job board
- Recruitment Microsites
- Teams and Projects
- Job Landing pages
- Recruitment blog
- Recruitment Events
- Internship
- Social media links



CONTENT

- Company description and values
- Employee testimonials
- Personalized job recommendations
- Employee Value Proposition
- FAQ section
- Management Page
- Work and Life Balance
- Steps in your hiring process
- Learning Programs
- Career Paths

Career Site Pages and Content

Career Site Features

FEATURES

- Personalized Job Search
- Configurable Application forms
- Recruitment Chatbot
- Candidate Self Service and Profiles
- Application Tracker
- Messaging
- Talent community widget with CTA
- Multilingual capabilities
- Integrated interview scheduling
- Job Alerts
- Candidate NPS and Surveys



TECHNICAL

- Integration with ATS
- Mobile first design
- SEO optimization and Pagespeed
- Integration with Google Analytics
- Google for Jobs
- WCAG 2.0 compliance

Career Site Technical Engine

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How Artificial Intelligence helps



Empower Recruitment with Generative AI

1

Recruitment **Chatbot**

Support and engage candidates
24/7

2

Recruitment **Content Generation**

Personalized converting job
descriptions, pages and articles

3

Interviewing and **Screening**

AI-enabled scoring and matching

4

Candidate **Communication**

Automated emails and messages

Definition of Ready

Setting the right goals

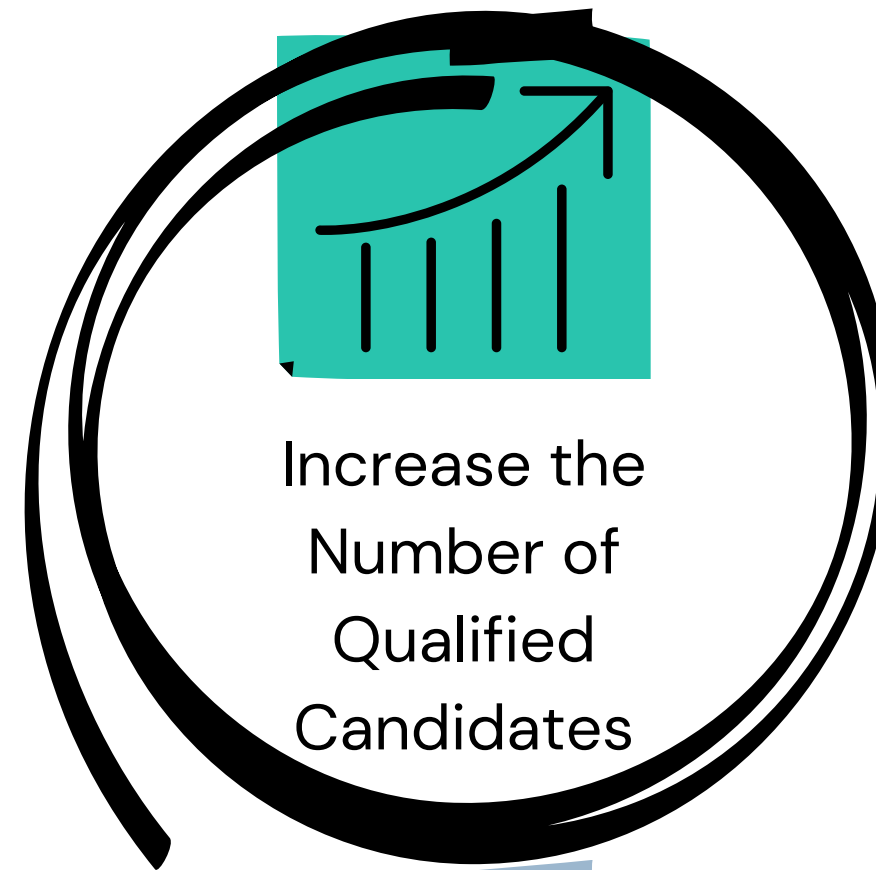
Step 1

Select Career Site Objective



Step 2

Complete S.M.A.R.T Worksheet



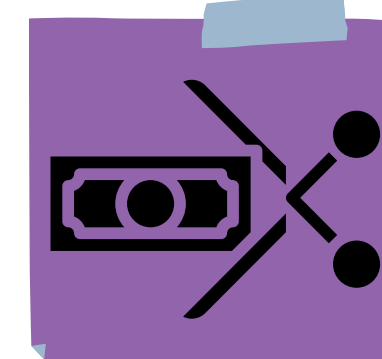
Increase the Number of Qualified Candidates



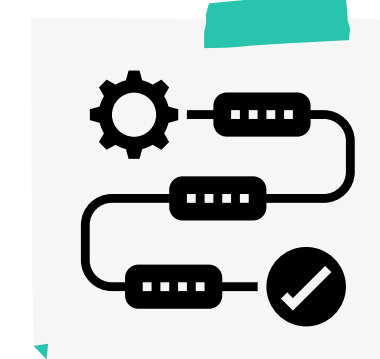
Enhance Employer Brand Awareness



Improve Candidate Experience



Reduce Hiring Cost



Improve Workflow*






*e.g. reduce time on hire

**Increase the
number of qualified
applicants**

	Criteria	Objective	Status
S	Specific <i>What do we want to accomplish?</i>	Increase the number of monthly qualified applicants by 20%.	
M	Measurable <i>How will we know it is accomplished?</i>	Application volume will be measured on a monthly basis via the Lever ATS and compared to the results generated through the old website.	
A	Attainable <i>Is this goal realistic?</i>	Employee stories together with career development program promotion videos will help us attract the right applicants.	
R	Relevant <i>Does it match our business needs?</i>	Yes. Increasing the volume of quality applicants will help meet the company's sales objectives for the year.	
T	Timely <i>When will this goal be accomplished?</i>	Within six months of the site's launch.	

S.M.A.R.T Example

Improve the candidate experience

	Criteria	Objective	Status
S	Specific <i>What do we want to accomplish?</i>	Improve candidate experience and decrease drop out by 50%.	
M	Measurable <i>How will we know it is accomplished?</i>	Conversion rate from career site visitor to applicant > 20%; applications withdrawals < 10%.	
A	Attainable <i>Is this goal realistic?</i>	Yes. By applying personalization, candidate feedback, and online candidate self service, a user-centric career site will significantly improve the candidate experience.	
R	Relevant <i>Does it match our business needs?</i>	Yes. By improving the functionality of job search, application forms, and live chat setup, we will decrease hiring costs and uplift team efficiency.	
T	Timely <i>When will this goal be accomplished?</i>	An improved candidate experience should be seen almost immediately after the site's launch.	

S.M.A.R.T Example

**Enhance
employer brand
awareness**

	Criteria	Objective	Status
S	Specific <i>What do we want to accomplish?</i>	Improve top-of-mind employer brand awareness by 10%.	
M	Measurable <i>How will we know it is accomplished?</i>	Surveys conducted prior to and 6 months after deployment of the new career site will determine improvements to the brand perception (awareness) and the effectiveness of the career site's marketing and recruiter supporting role	
A	Attainable <i>Is this goal realistic?</i>	Yes, by effectively communicating the company culture and mission and establishing credibility with learning and development programs, we're going to position the company as a top employer.	
R	Relevant <i>Does it match our business needs?</i>	Yes, as it supports leadership's vision for the organization's image and growth.	
T	Timely <i>When will this goal be accomplished?</i>	Within six months of the site's launch.	

Create a Candidate Journey Map

Action Items

- 1 Define the stages of a candidate journey
- 2 Define candidate personas
- 3 Fill out needs, activities, expectations, etc.



Stages Example

1. Open to change
2. Search for jobs
3. Apply for a job
4. Attend interviews
5. Consider offers
6. Accept offer
7. Start job

Candidate Persona. Sample

It's a profile representing an ideal candidate whom you're trying to hire for specific job



Profile

Common Job Titles

Candidate Manager, Cognitive Recruitment Assistant, Hiring Manager, Head of Active Sourcing, Recruitment Manager, Talent Recruiter.

Experience & degrees

3 or more years of experience in technical recruitment;
at least a bachelor's degree in a relevant field (Communications, Psychology, or Sociology)

Skills & Interests

Communication, ATS, CRM, and MS Office 365 proficiency; knowledge of the technology industry

Job Preferences

Common Pain Points

- Outdated tech-stack/product;
- Stagnant, no more room to learn and grow

“Must Haves” in Job

- Earn a higher salary and more rewards
- Lead a team with more responsibility
- Work on cool products with a good tech stack

“Nice to Haves” in Job

- Culture/team fit, leadership that empowers
- “Silicon Valley Perks”
- Cool industry/customers believe in the mission

Behaviors

Job Search Behavior

- Seek referrals from a close network
- Set up job alerts
- Answer some inbound recruiters

Online Behavior

- For work: Recruiting BrainFood
- For personal: Instagram, Snapchat, Reddit
- For networking: Meet-ups, LinkedIn, AngelList

Communication

- Contact: text preferred;
- Screen: video conference
- Interview: in-person to scope out team/office

Candidate Persona. Template



Profile

Common Job Titles

Experience & degrees

Skills & Interests

Job Preferences

Common Pain Points

“Must Haves” in Job

“Nice to Haves” in Job

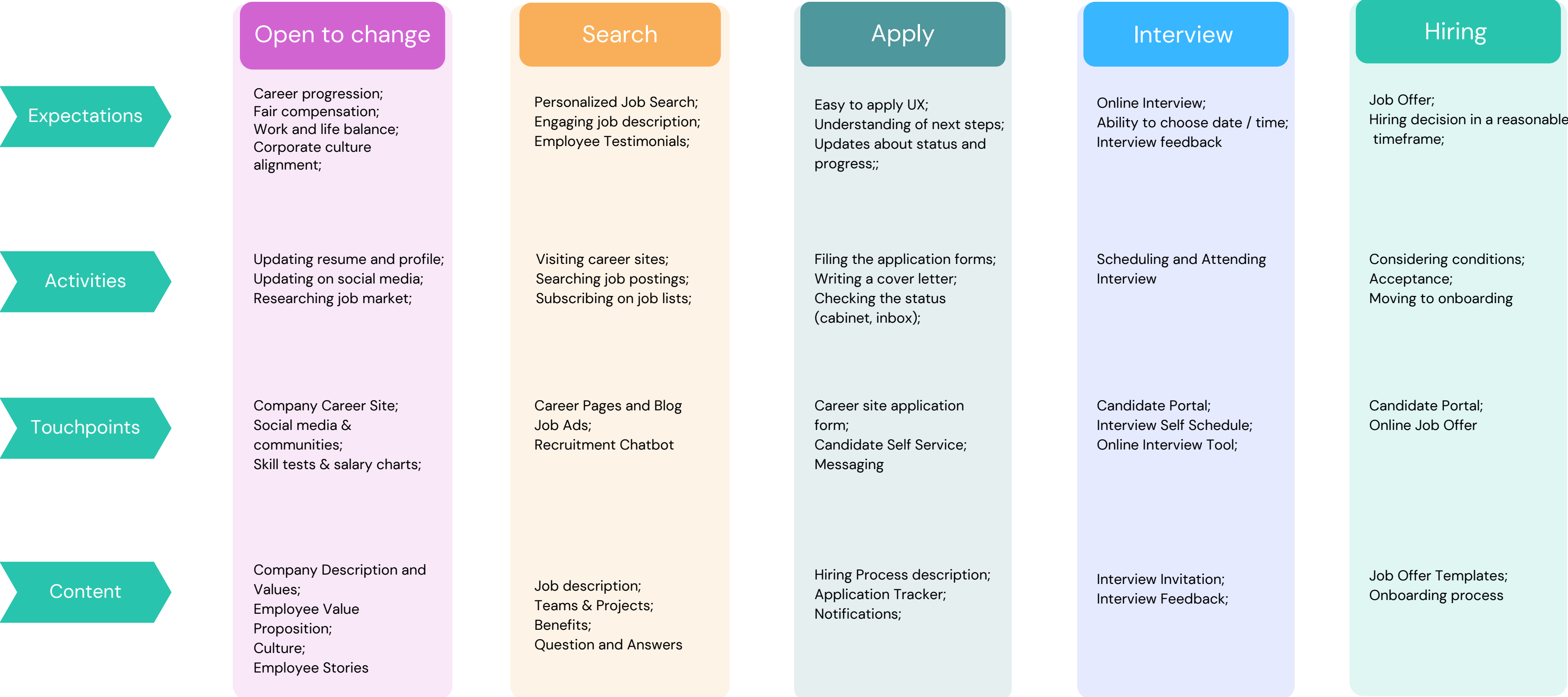
Behaviors

Job Search Behavior

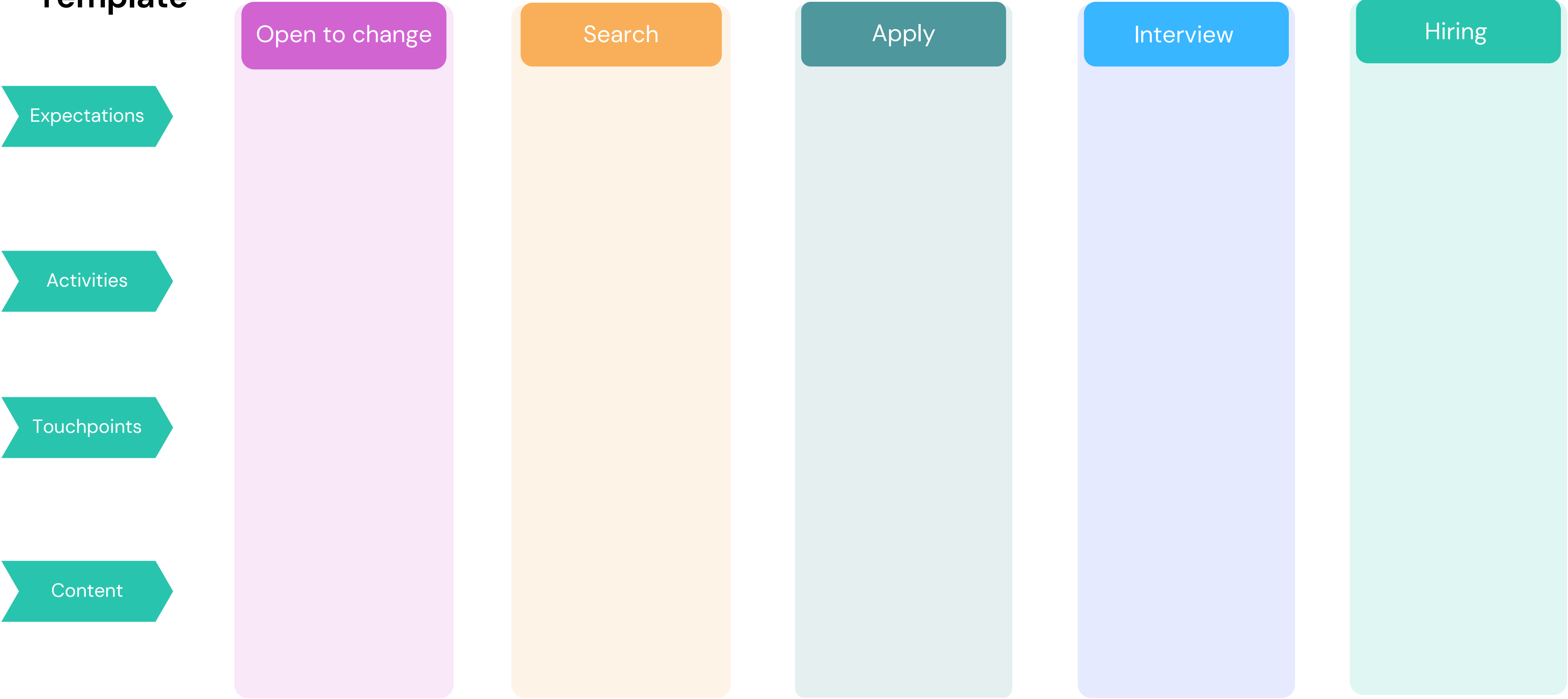
Online Behavior

Communication

Candidate Journey Map. Example



**Candidate Journey Map.
Template**



TALENTERIA

DESIGNED BY TALENTERIA

AI POWERED CANDIDATE EXPERIENCE & RECRUITMENT MARKETING PLATFORM

Create your winning career site

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