



Tips and Tricks for Managing your Organization's Career Page

Potential candidates tend to scan your career page with **two** things in mind:

- 1 Are there job openings relevant to my skills and interests?**
- 2 Is this organization a great place to work?**

Creating an **informative, engaging** and **up-to-date** careers page increases the chances of attracting strong talent. Here are some tips and tricks for maintaining your careers page:



Tell your organization's story: Your career page is a unique opportunity to tell story and express your organization's values as a way to engage potential applicants. Describe what makes you unique and what you stand for as an organization.



First impressions matter! Your career page may be the first thing people look for on your website. Make sure it is visually appealing, on-brand, and free of typos.



Accuracy matters! Make sure that your page reflects only current openings. If you have filled a position, make sure to take it down so that candidates don't get false hope of working with you.



Make your expectations clear. Try to avoid inappropriate applicants by stating all expectations very precisely. Also, have a clear way to turn down applicants who do not match the expectations that have been laid out.



Make the case for why promising candidates should apply. Consider including employee testimonials and highlighting the benefits you offer, broadly-speaking.



Make it easy for people to apply. And once they do, communicate with them in a timely matter so they have a window into your process and timeline for hiring. Even if you don't end up hiring someone, the process itself is an engagement opportunity.

Find more helpful tips here:

<https://resources.workable.com/tutorial/how-to-write-a-good-job-description>