

# HANDSHAKE EMPLOYER PROFILE GUIDE



In order for students to learn more about your company and apply for your open positions, please make sure your employer Handshake profile is fully complete and up to date.

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## Editing your company profile:

1. Log in to Handshake at <https://app.joinhandshake.com/login> under Employers.  
Only the owner of the company profile can make changes. To see who the owner is, click your name in the top right and select 'Teammates' from the dropdown menu. To transfer ownership to yourself or another teammate, please contact Career Services.
2. Click 'Company settings' from the drop-down under your name in the top right corner. You can also make edits on the 'Brand page' in the left-hand menu.
3. Career Services recommends completing the following fields to inform and attract candidates.
  - ☐ **Name** - Include your full company name, or a shortened name that adequately represents your organization. For example, FBI vs. Federal Bureau of Investigation.
  - ☐ **Industry** - Select the most relevant industry.
  - ☐ **Website** - Handshake requires an active website. Consider including your jobs page, about page, or homepage so that students can learn more about your company.
  - ☐ **Description** - Students use this to learn more about your company. Check out the section below for information on writing a winning company description!
  - ☐ **Public email & phone number** - These items are not required, but can be helpful resources for applicants.
  - ☐ **Location** - Handshake requires an address, but will not accept a P.O. Box or suite numbers. In order to show up in applicant searches, please use the address that Handshake automatically populates.
  - ☐ **Social Media** - It is not required that you include social media links, but it can be a helpful tool if your company is particularly active on social media. Companies may use social media as a way to show current employee satisfaction, company culture, and more.
  - ☐ **Logo** (150x150 px to 400x400 px) - Students expect to see a company logo that is high quality and consistent with the company brand. Be sure to upload a quality image that is the correct size. Limit text within the image to remain accessible to those using a screen reader.
4. Click 'Update Employer' to save your changes.
5. If your company has multiple divisions that would like to post jobs, you can add them under the Divisions tab.

## Writing a winning company description:

Keep your description concise and informative. Students Google everything and will dive deeper into your company once you've gained their attention. Focus on including key information that will hook the reader.

- **Mission statement** - Provide your mission statement or a quick summary of what your company does and who they serve
- **Company culture** - Give applicants a taste of what it is like to work for your company. Describe the company culture by sharing details about the work environment, anticipated schedule (e.g. 4-10's, hybrid, remote, in-person, over-time), company involvement in the community, employee engagement, and more!
- **Bestsellers** - Take the opportunity to brag about company benefits and opportunities. Keep it short and sweet by focusing on your most attractive selling points such as tuition reimbursement, or mentorship programs. Remember you can add a link to a benefits page in the job description.


### Examples:


Founded in 1978, we are one of Alaska's most experienced adventure tour companies. We seek to provide unique and memorable Alaskan adventure experiences to our guests as well as our employees. Each summer we welcome students and recent grads from across the country to join our team. Students will experience living and working in beautiful SE Alaska while gaining valuable experience in the hospitality and adventure travel industries. We offer competitive pay and a 10% season completion bonus. Dates of employment are flexible to accommodate student schedules and return before the upcoming semester. Employee Housing is available!


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Founded in 2000, X is an Alaska-based consulting firm specializing in civil, aviation, transportation, geotechnical, water/wastewater, and hydrologic/hydraulic engineering. We also house surveying & mapping, environmental consulting, and construction administration teams. Our passion for delivering the best solutions for our communities drives us to design sustainably and responsibly for Alaska.

#### ★ Why Choose X? ★

 Gain experience on projects and make a real impact on our communities.

 Join a diverse team of 75+ experts, including engineers, surveyors, geologists, and environmental scientists.

 Work from Anchorage, Palmer, or Kenai.

 Learn from principal engineers with a combined experience of over 70 years.

[UAA Career Services](#) | [UAF Career Services](#) | [UAS Career Services](#)

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