16-01 Careers Page Enhancements

Design Problem

[Company] hires and recruits job talent in a variety of positions for offices across the world. The careers portal that currently exists is focused largely on visual content that represents employee life, but with very few actual job descriptions, doesn't adequately show this breadth of jobs available. Usability issues also exist within the job search and application process, for example:

- Job categories are based on internal department structures, .e.g. IT or Corporate Services, rather than categories that would make sense to candidates, such as job role;
- While jobs can be filtered by location, it's not immediately apparent where our offices are located, or how many jobs are available in locations outside of Cambridge.
- The process of applying for a job provides opportunities for confusion and task abandonment due to a lack of information, such as job location, and poor organization of form fields.

Goal

Create an improved experience that:

1. Focuses first and foremost on what candidates want to do: find a job that applies to them.
2. Highlights the culture and benefits that employees can expect, and makes them want to work here.
3. Allows HR to dynamically promote certain types of jobs or office locations based on current hiring priorities.

Constraints/Business Requirements

- All job descriptions come from an internal application. This impacts the formatting of content that comes into the Drupal website.
- The job application form is a custom Drupal form that will have to be changed manually.
- Job categories are also tied to the internal portal for job referrals, therefore the systems most likely needs to be separated or there needs to be a working way to

differentiate the job category that should be shown externally and what should be shown for internal usage.
- Candidates applying for a job located in Hyderabad and Bangalore do not fill out a form. Rather, they are presented with a `mailto` link that pre-populates the email title, body and recipient. This is due to the very large number of applicants and the fact that form submissions are parsed by a costly 3rd-party resume parsing service.

Key Personas

- **Seasoned candidate**: professional with several years of experience, looking for her next opportunity. Wants to rapidly assess whether work is interesting/challenging enough, and if the company will provide the benefits and culture she's looking for.
- **Young professional**: recently graduated, looking for a place to get his foot in the door that will provide him with stable benefits, interesting work and a lot of opportunity for growth.

Key Scenarios

1. When I am looking for a new position, I expect to be able to find positions by job title (UX, Developer, etc) so I can more easily find something that suits my specific skills and interests.
2. When I'm looking for a new position, I expect to be able to find positions in a specific geographic location so I can find jobs that are close to where I live/want to move to.
3. When I decide a description isn't the right fit for me, I want to quickly see other positions that might be a good fit for me so I can continue my search without feeling like I've lost my place.

Key Principles

1. Design for my needs, not your organizational structure.
2. Help me feel like I’m in control of my experience.
3. Help me be more efficient by using consistent design patterns I recognize.

Supporting information

Any research, user interviews, competitive analysis, etc. that will support the design.

Proposed Implementation Phases:

Project 1: Organizing careers entry page: initial search for jobs, featured jobs tabs, adding additional featured content (landing pages)

- focus would be on Search block, tabs for different categories of featured jobs, and a way to rearrange a couple of blocks/beans on the existing Careers page.

Project 2: Re-organization of job search results: how job options are displayed

- includes: addition of metadata, new CTAs, adjustments to search header.

Project 3: Individual job listings and ability for dynamic right-hand content

- includes: formatting adjustments to overall page; ability to place dynamic blocks in right sidebar, e.g. "Related jobs," contextually relevant promo spots (future state)

Project 4: Internal architecture: category and location organization; adding country tags/filtering. (requires support from internal apps team)

- We need a way to attach a specific office location to a job description, even if it's remote. One job listing could work out of multiple offices; e.g. if a position is covering the whole Northeast, they may work out of Cambridge, Bedford, or another NE regional office, but they'd be working remote.

Project 5: Streamline job application form and add ability to apply from Mobile devices (Dropbox, Google drive uploads)

- Main focus of the request would be the ability to sign in with a Dropbox/Google Drive account to upload your resumé. This module seems to do the job: https://www.drupal.org/project/file_chooser_field. We would additionally want to customize the form a bit to include the ability to see some of the job description, see location of the job, and other pieces of context.

Project 6: TBD

Notes from Careers Site Mtg

Ultimate vision: Would like to see a careers “store” similar that’s available on full site

- From this, we can gather information on applicants and build communities (alumni community, etc.)
- Have an interactive relationship w/ someone who is applying for a job
- Possible chat live w/ Recruiters
- Applicants can log-in easily, check on resume status
- Login feature / create an account

Could potentially conduct email marketing campaigns to candidate pools

- Next time he'd be interested in seeing total page views and repeat visitors data
- Would like to see the app submission % based off of unique visitors and not sessions
- Track quarterly to see how this changes over time

Sales Careers landing page

- Strengthen the language and messaging on the page around words that would appeal to Sales folks

Featured Jobs tabs

- When we click on a job family make sure the sidebar content is dynamic (i.e. if on Engineers tab maybe showcase Hackathon info/video)
- Look at other best-in-class sites: specifically he's liked the Sapient careers site in the past

Careers site best practices information

Candidate Experience Checklist.pdf