

## 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>