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Avature Career Sites

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Key Career Sites Capabilities

- Optimized for conversion
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- Branding & advanced CMS
- Robust analytics

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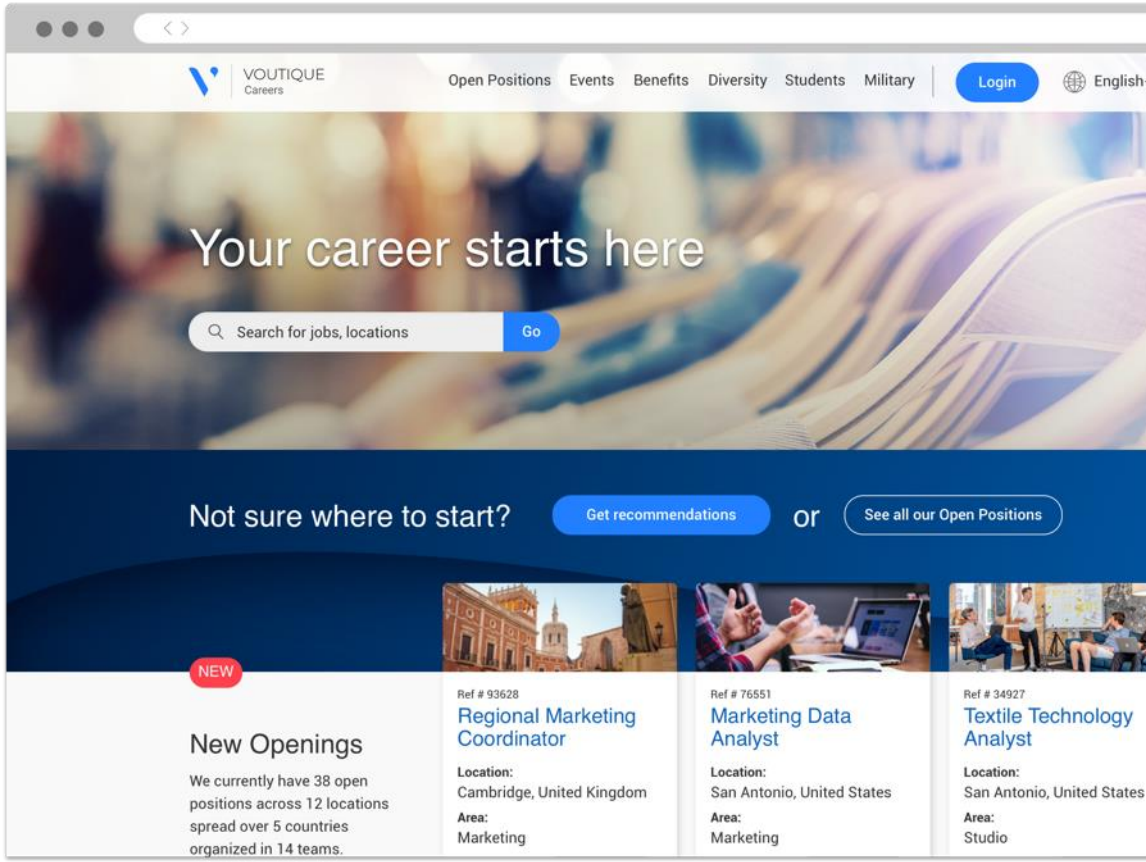
Optimized for Conversion

Avature's Career Sites Are Optimized for **Conversion**

Today's talent searches for jobs in the same way that they would make any major purchasing decision: by first learning more about a company to see if they identify with their values and ideals.

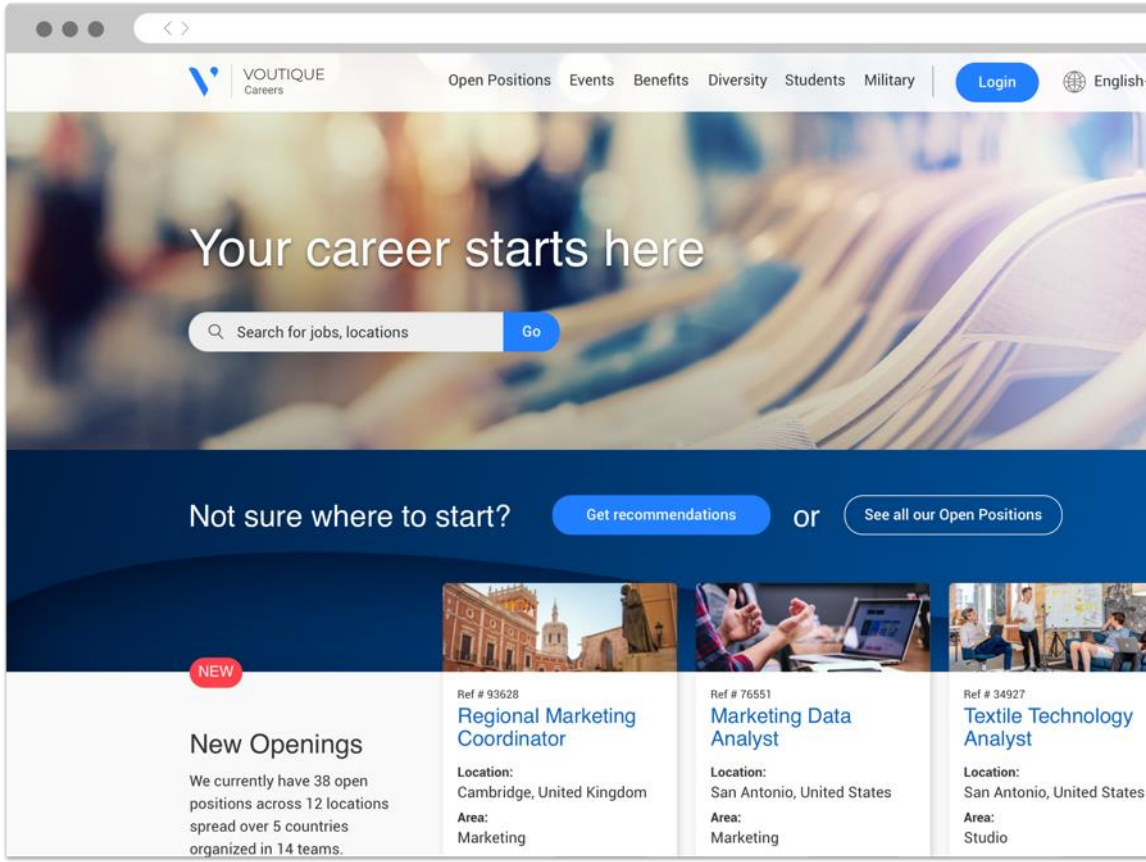
Aspiring candidates project themselves into their future employer environment and relationships: the office, their hiring manager, their colleagues, etc. Career sites need to draw candidates in, engaging them throughout a sleek, consumer-like candidate experience and motivating them to apply.



Avature's Career Sites Are Optimized for **Conversion**

First, you have to attract the best talent

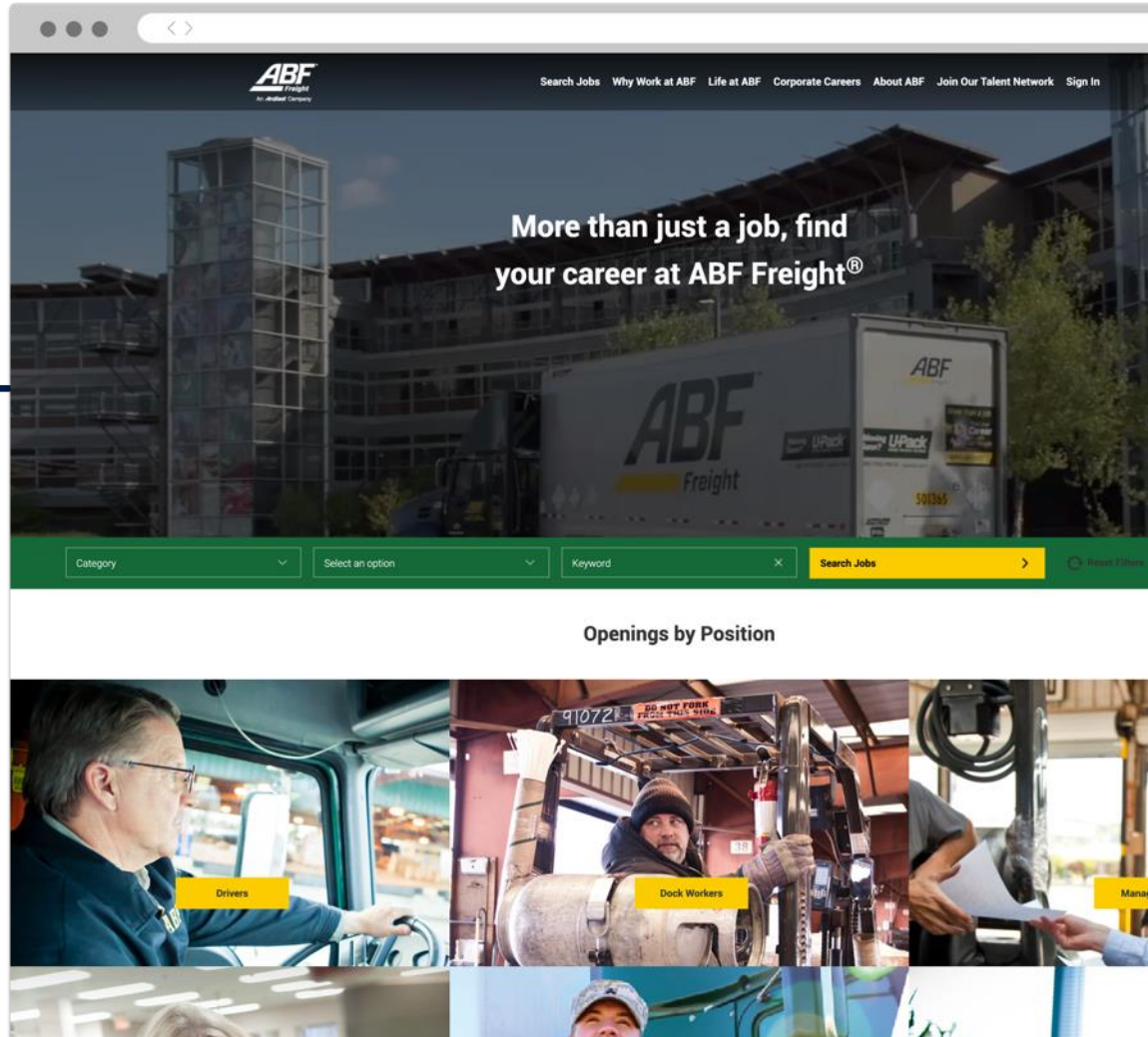
- All Avature portals are prepared with multiple elements to **maximize their SEO** authority.
- You can direct traffic to career sites via targeted social media campaigns, encouraging candidates and employees to share content with their preferred social networks. Campaigns can be automatically or manually posted to sites such as Twitter, LinkedIn and Facebook, and social share widgets can be integrated as well.



Avature's Career Sites Are Optimized for **Conversion**

Next, you have to engage talent

You can attract the attention of potential candidates from the moment they visit your career site, with eye-catching, visual content that encourages them to stay and dig deeper. Avature supports **rich media, such as videos and images**, that can be combined with concise, targeted text that speaks to candidates and strengthens their bond with your brand.



Case in Point: ABF Freight

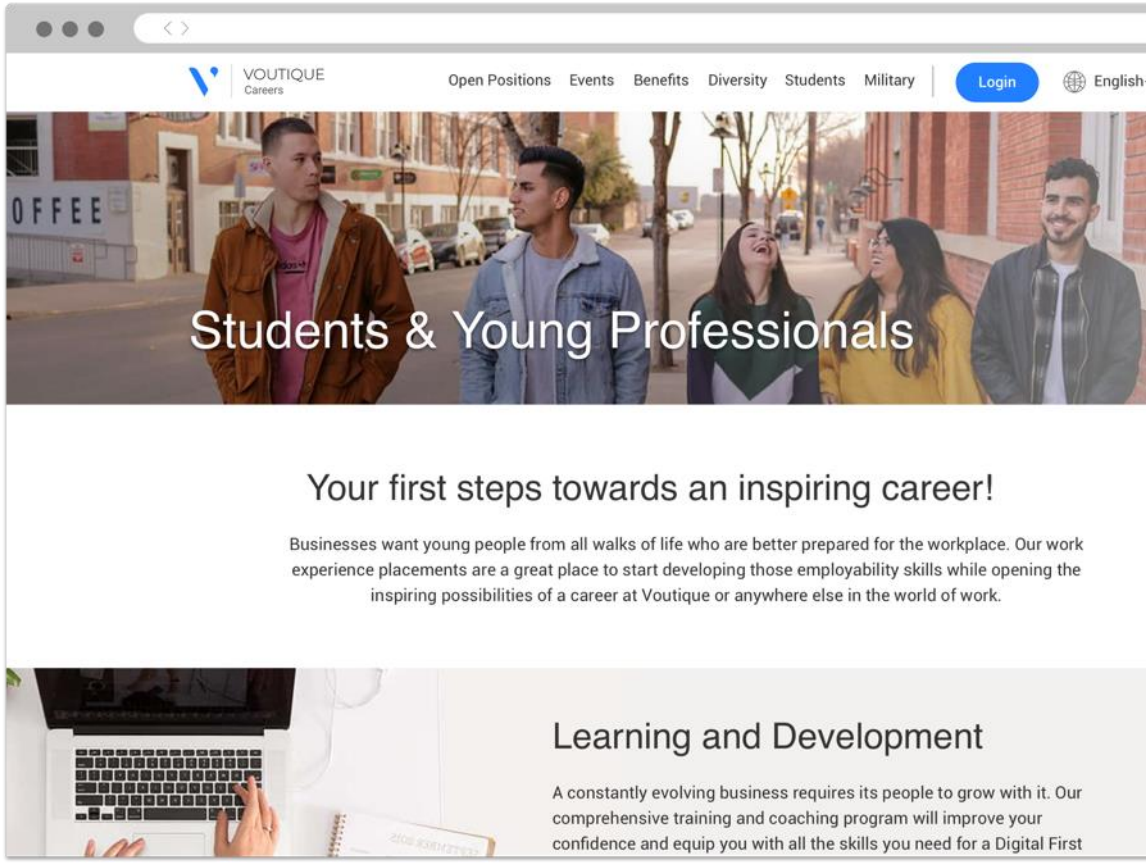
ABF Freight's career site welcomes its visitors with a 16-second background video that showcases their activity, employees, facilities and technology.

Avature's Career Sites Are Optimized for **Conversion**

You got their attention, but will they stay?

Only the most motivated visitors will invest time on your site. Optimizing your employer brand is key:

- Embed images and videos that put the spotlight on your offices, facilities, teams, employees, events, etc.
- Showcase your benefits and working culture through authentic, relatable employee stories
- Share values and views on important matters like diversity, career path support, mentoring and mobility
- Share links to other site pages or external sites that delve into specific areas such as learning opportunities, targeted programs for students, veterans and diversity



Avature's Career Sites Are Optimized for **Conversion**

Finally, the key factor in candidate conversion is creating a simple, online journey that still "sells" the job

Your career sites should make it easy for candidates to apply for jobs. With Avature, you can:

Enable candidates to complete their online journey in just a **few clicks**

Improve the job search experience through **user-friendly support**

Recommend similar Jobs to those for which candidates have applied

Enable candidates to **manage job alerts**

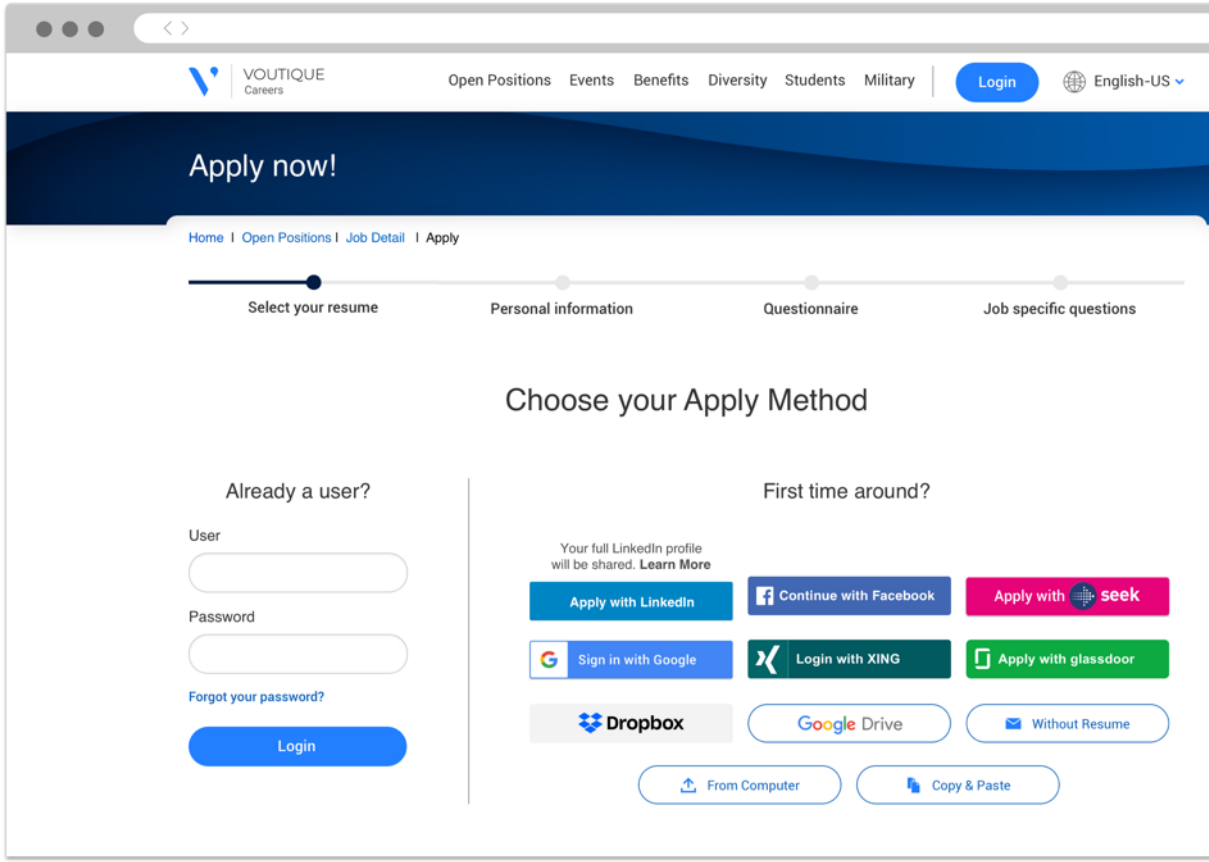
Simplified application process

Include **videos and images** in job descriptions

Quick Application Process: Apply With Widgets

Avature allows you to create a streamlined application process that maximizes the apply conversion rate by giving candidates the ability to fill in their information or upload their resume from:

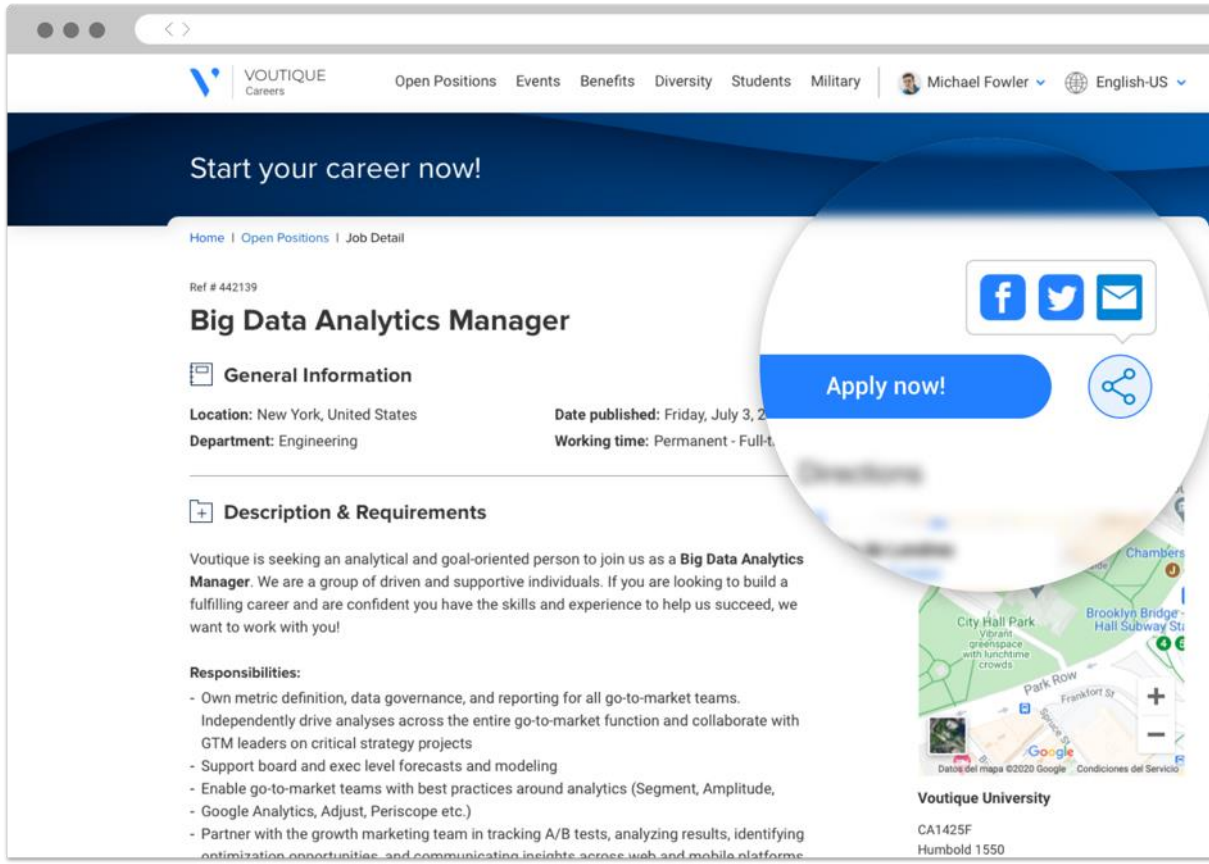
- LinkedIn
- Facebook
- Dropbox
- Google Drive
- Indeed
- Monster
- Xing
- Seek



Get the Word Out: Job Sharing Widgets

With Avature you can increase your reach by allowing candidates to share your job posts through their own personal networks, such as:

- Facebook
- LinkedIn
- Twitter
- WeChat
- Email



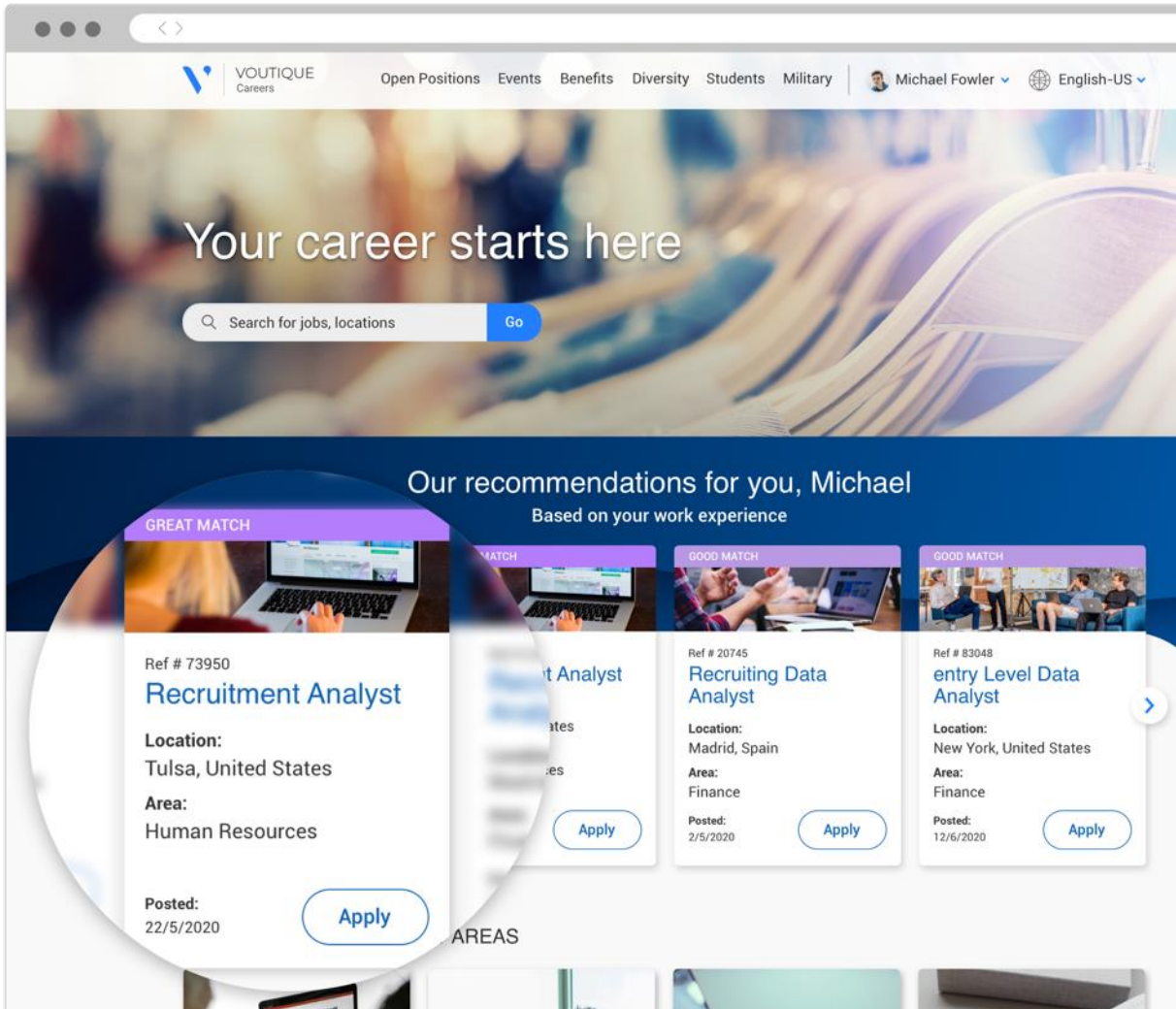
Powered by AI

AI Capabilities

Avature Career sites incorporate Artificial Intelligence features to highlight a personalized candidate experience and encourage engagement by:

- Recommending jobs based on
  1. Geolocation
  2. Browsing history
  3. Skills and work experience
  4. Candidate's preferences
  5. Candidate's previous applications

- Providing a skills gap analysis for each job, based on the candidate's profile
- Integrating with smart chatbots



Branding & Advanced CMS

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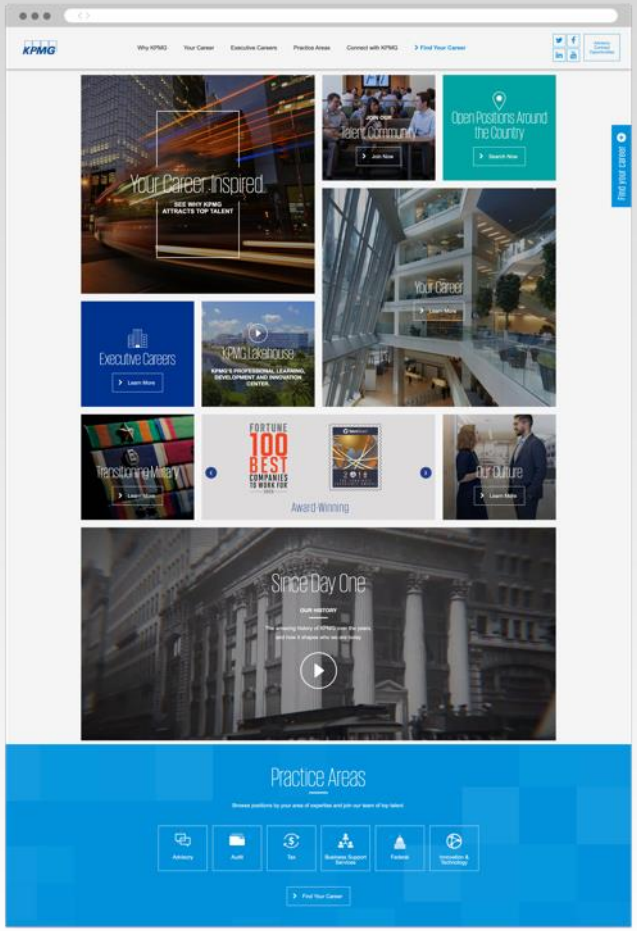
Career Sites Built to Customer Design Guidelines

KPMG



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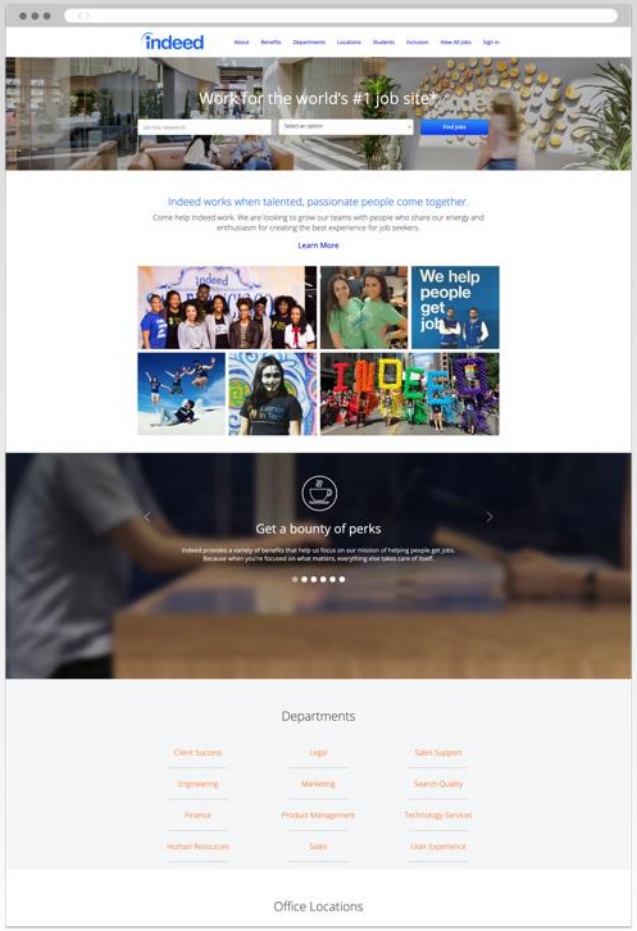

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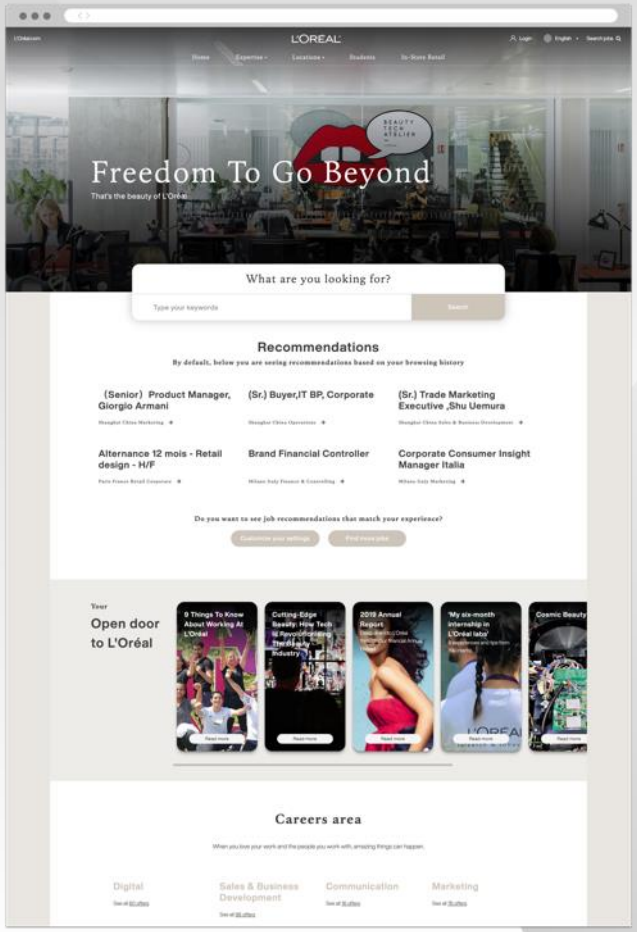

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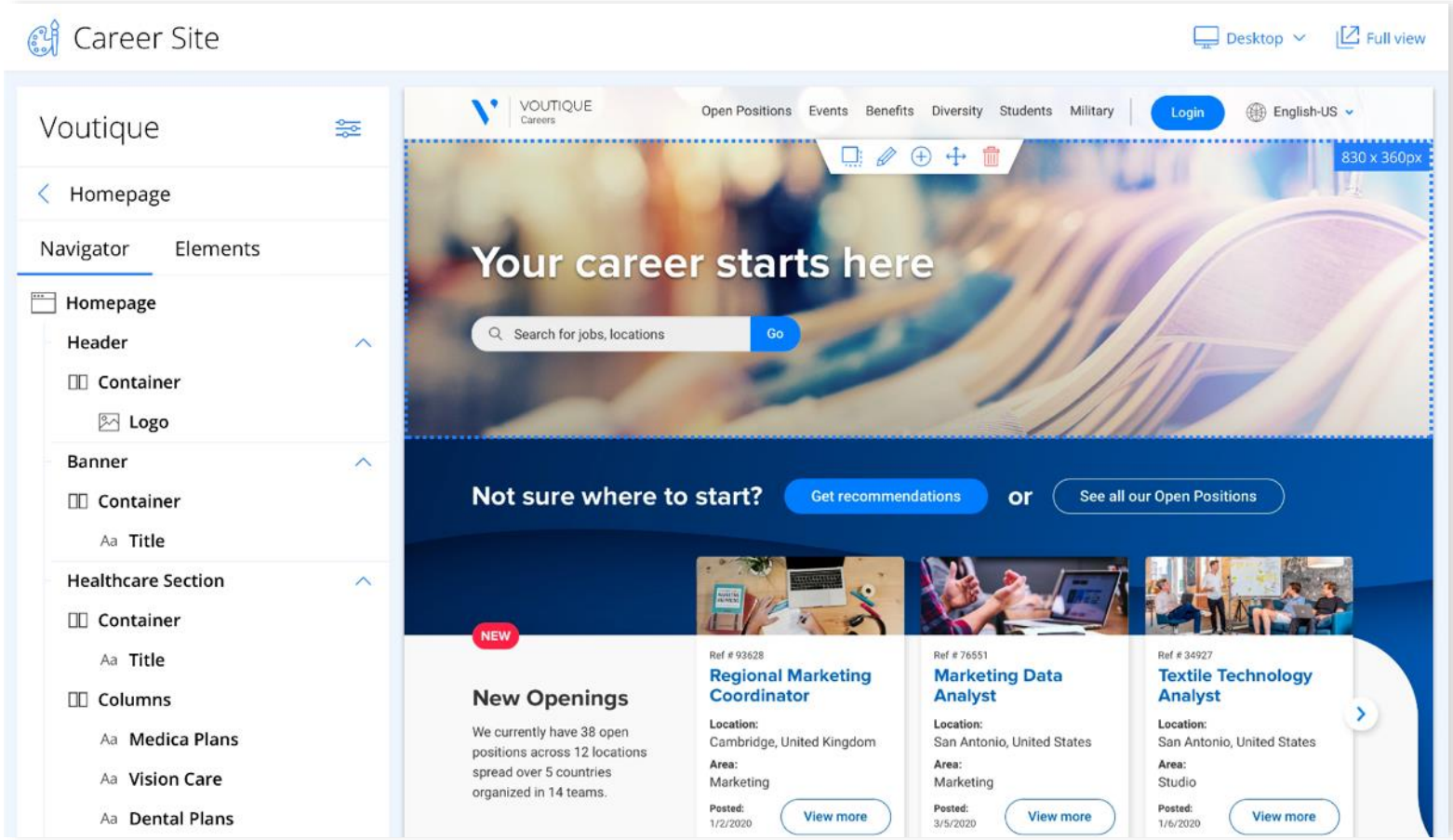
Self-Service Branding: Advanced **CMS** Capabilities

Not only can our customers have full control over content in job listings and other relevant postings, but also over **stylistic elements, static content and dynamic content such as copy, images and video in career sites and landing pages**.

The users with the right permission can manage content through the main application using the portal content editor – **no coding skills required. No need to involve Avature**.



Built-in Multi-language

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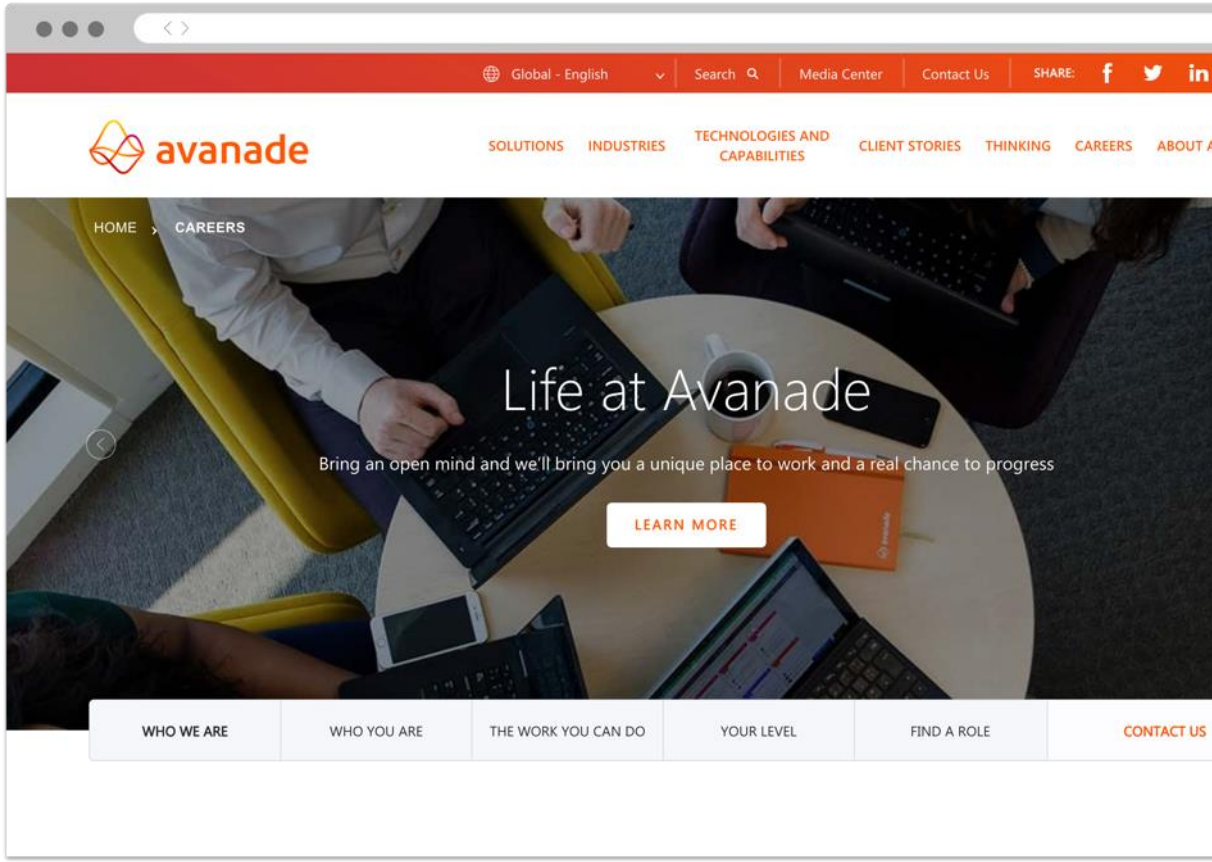
Multi-language Capabilities

Avature provides a complete, end-to-end multi-language experience for your portals thanks to our **advanced internationalization capabilities**.

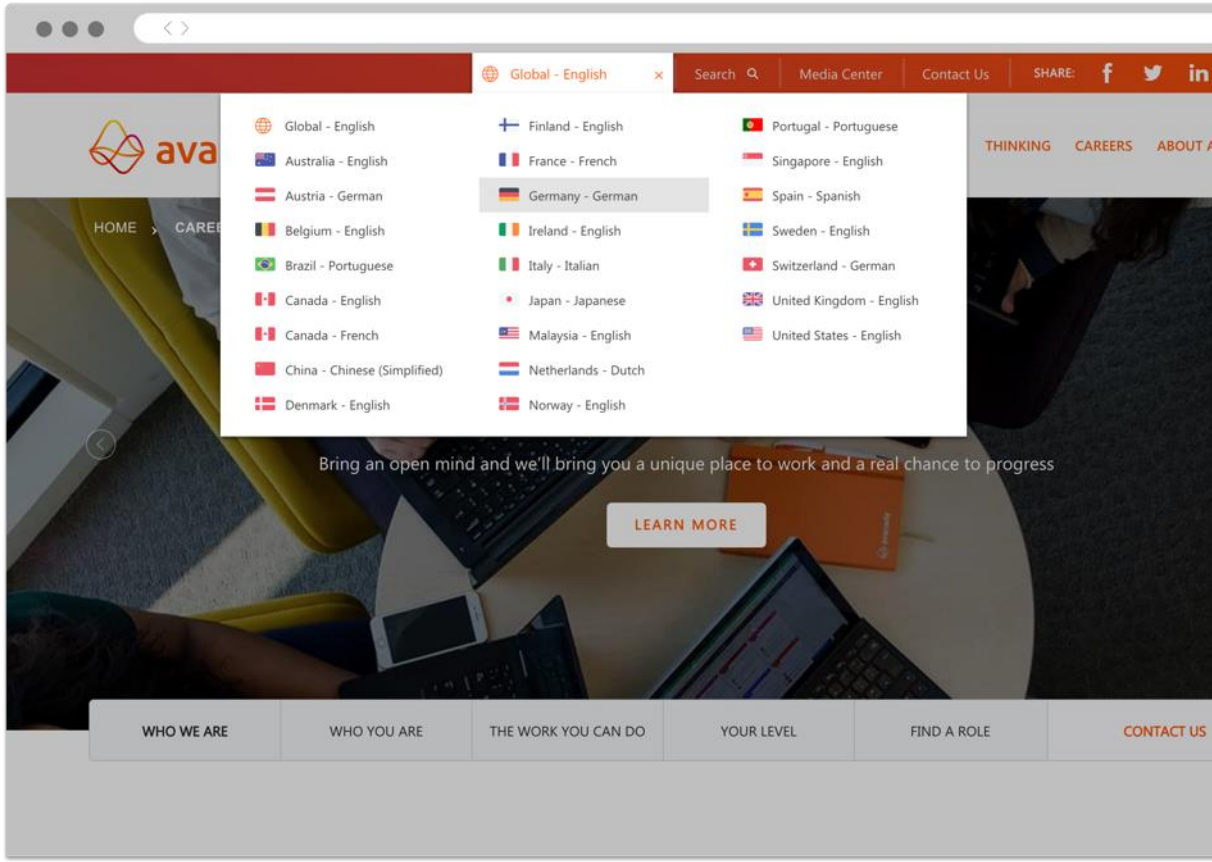
We will enable your company to overcome any language challenge and provide a truly personalized and localized candidate experience that ensures adoption, reduces bounce rates and minimizes page dropout.



Seamless Multi-language Experience

Avature Portals are HTML sites, which means Avature can use any language supported by the Unicode standard. In other words, there are **no limitations in regards to translating your content**.

Any language switches made throughout navigation will not redirect candidates to the main site, allowing them to remain engaged on the current site.



This example shows how a candidate can switch the language on a career sub-page without being redirected to the homepage.

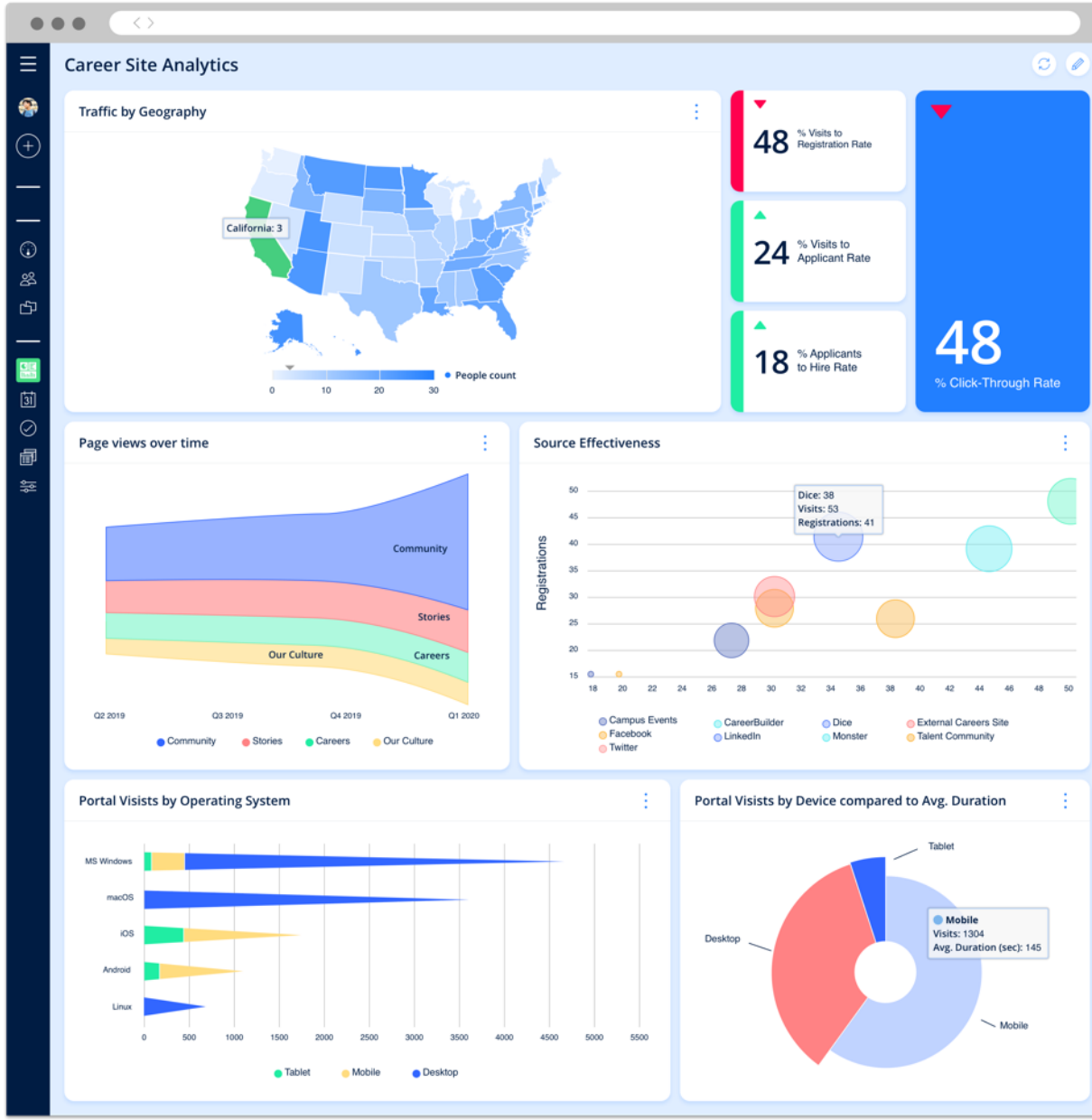
Robust Analytics

Avature Career Site **Reporting**

Avature offers a standard reporting suite including the **most relevant metrics according to industry standards**. This allows you to report on metrics like traffic by geography, page views over time, visits by operating system / device, and source effectiveness to understand where your hires really come from.

With Avature's custom reports you can also report on more metrics relevant to your company.

Moreover, reports can be combined to build role-based dashboards, which can be personalized to display information, reports and KPIs by user role, offering an at-a-glance overview of recent activity and a clear path of action.

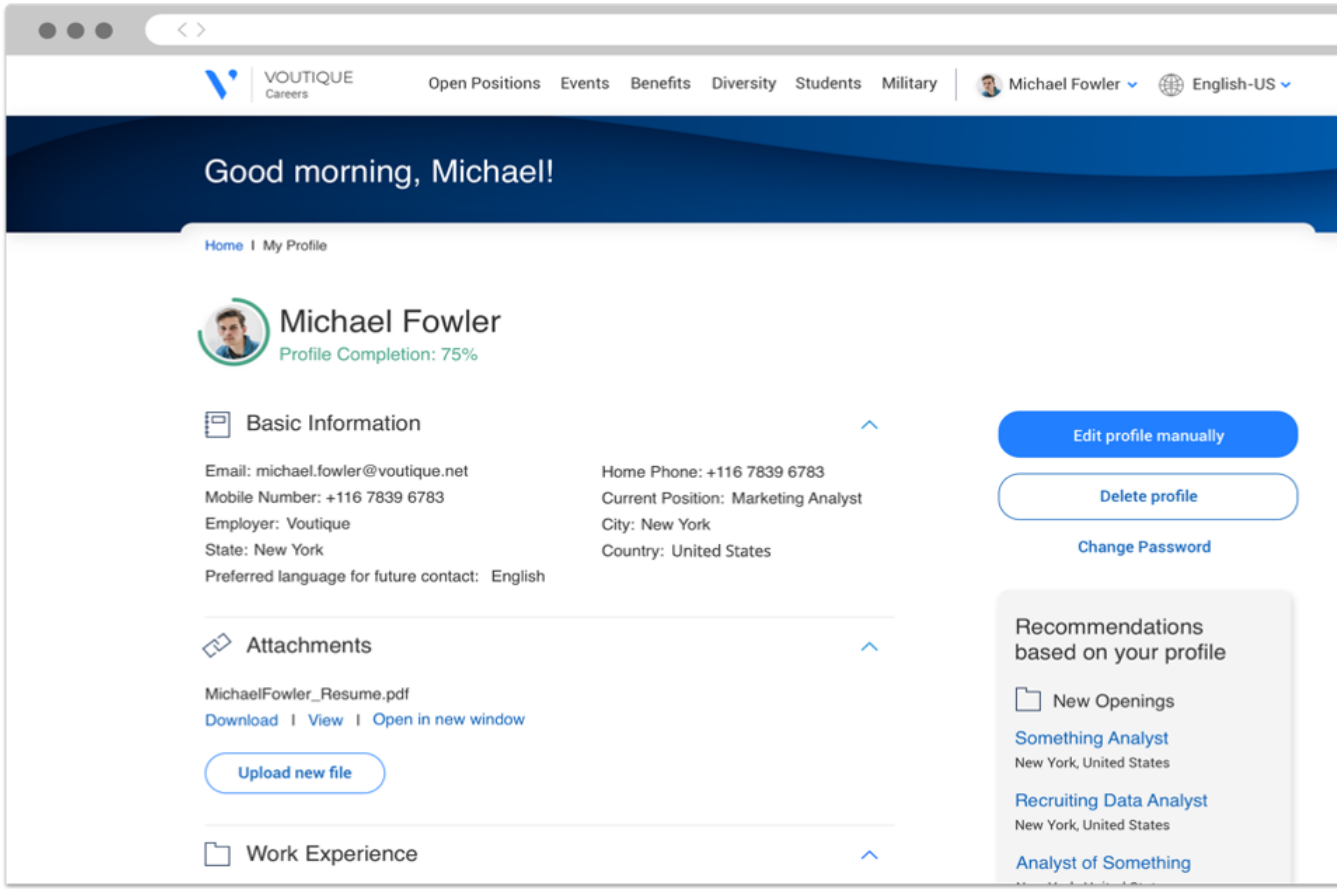


Centralized Candidate Site

Candidate Experience

Combining engaging, modern career sites with your CRM platform capabilities, your company can provide candidates with a five-star candidate experience regardless of whether or not they are ultimately hired.

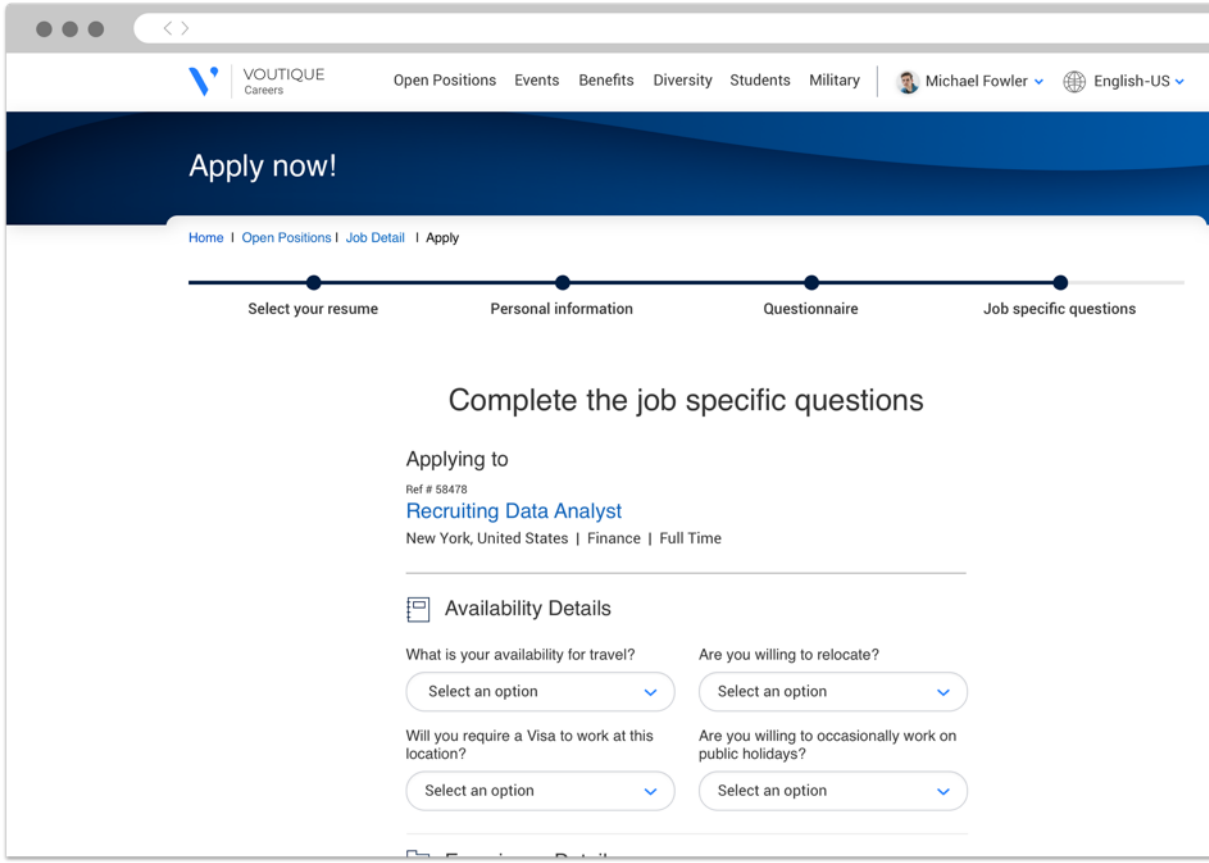
With Avature, you can help candidates feel more comfortable as they progress through the journey, **converting them not only to applicants but to brand ambassadors as well**.



Providing Transparency

Setting clear expectations is key for a positive candidate experience. With Avature, you can help candidates with their most pressing questions:

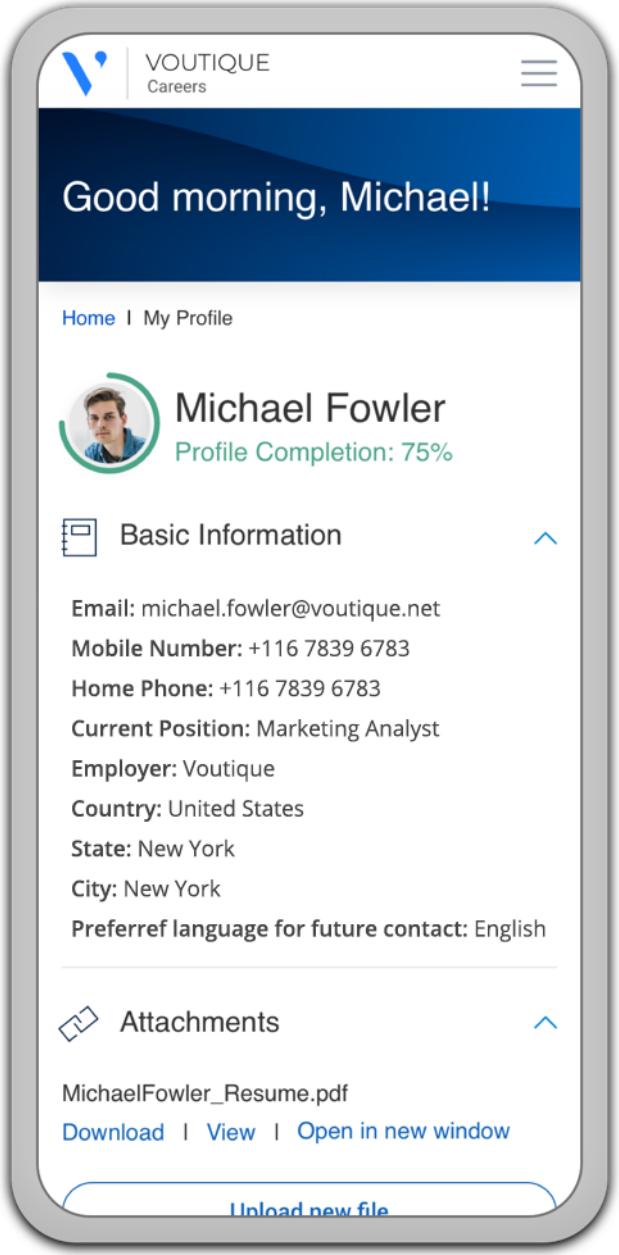
- Where am I up to in the process?
- What are the next steps in the process?
- Do I need to do anything extra?
- How long will I be waiting?



Talent Hub

With Avature, you can have a candidate portal (talent hub) as part of the career site, centralizing all the content relevant to candidates, for example

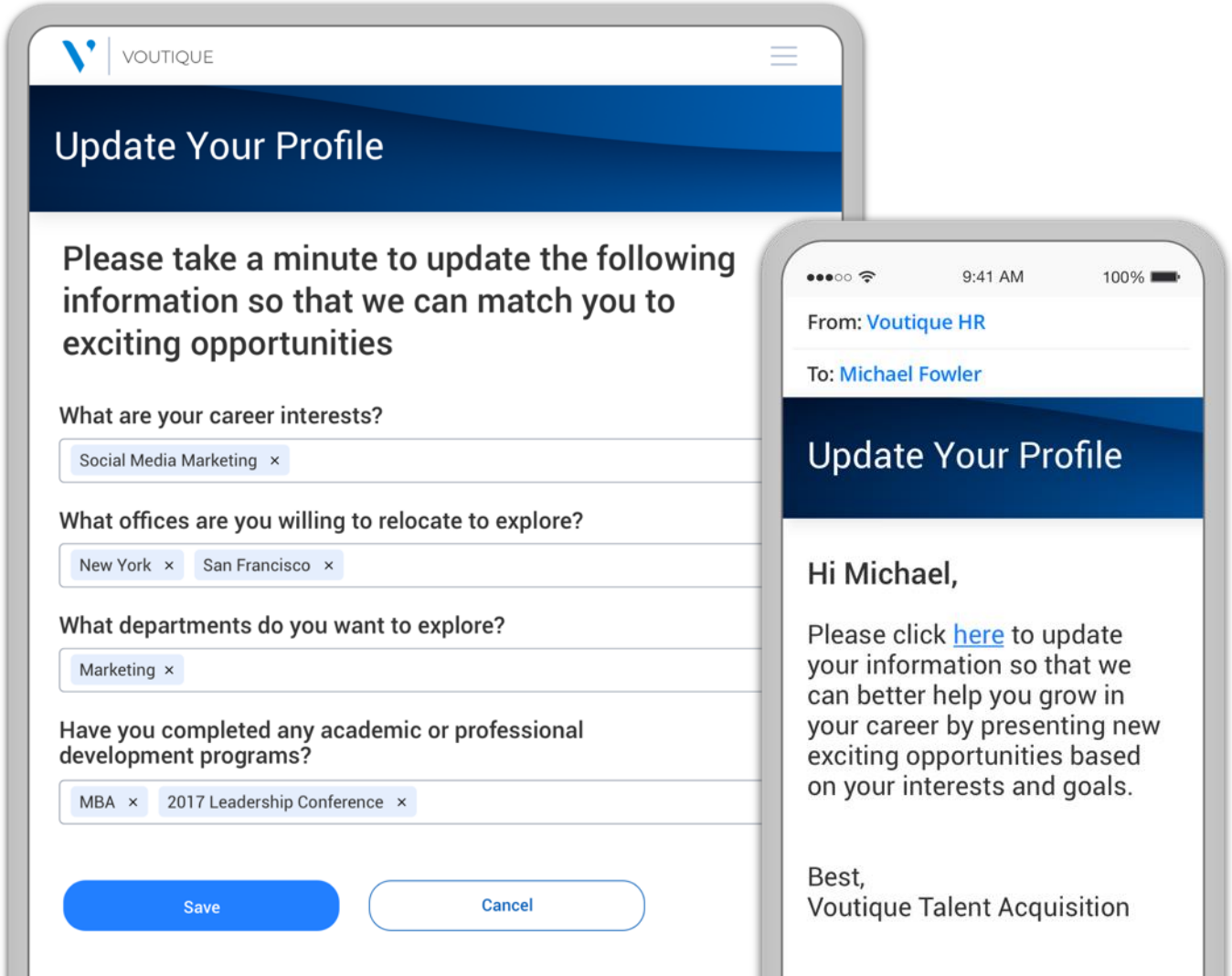
- Their full profile and attachments
- Skills
- Job preferences and interests
- Career aspirations (e.g. willingness to relocate)
- Application history and status
- Communication preferences
- Recommended jobs based on their profile
- Custom Job alerts
- Suggested content



Updating The Candidate Profile

With Avature, you can send out email or SMS campaigns to candidates asking them to update their profile via forms or record update portals – staying in touch with your candidates while **keeping your data fresh.**

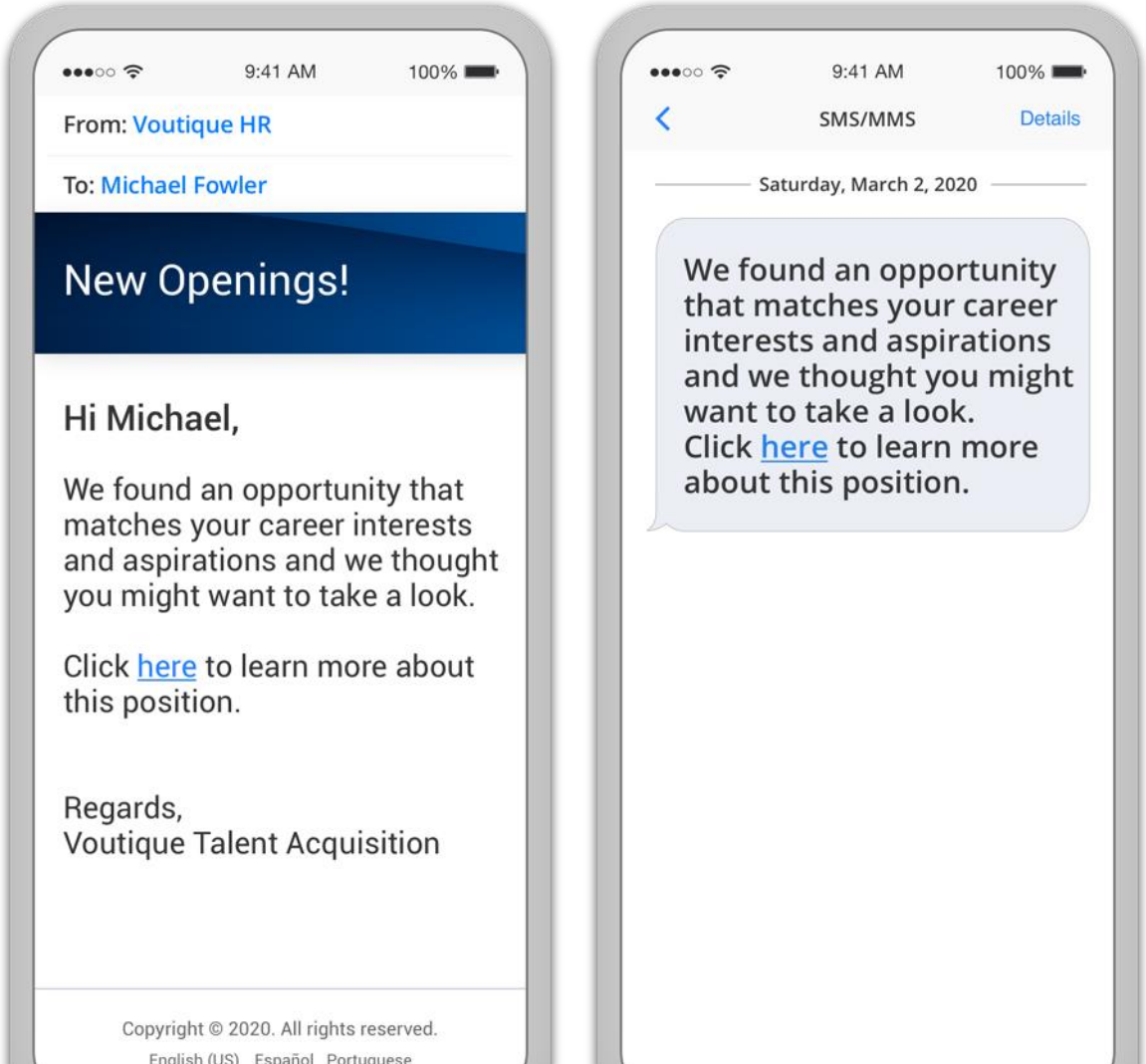
You can target candidates in your talent pools, silver medalists, candidates that rejected offers in the past, regrettable losses, and even internal employees.



Targeted Opportunities

With Avature you can target opportunities to candidates via email or SMS based on their profile data. By knowing more about their career interests and aspirations these communications can be highly personalized in comparison with traditional job alerts. You can easily adapt to preferences of the candidate, making sure you target the right content at the right time.

Using Avature's **database search agents**, you can even schedule searches in your database to automatically link qualified candidates to jobs and invite them to apply, saving your recruiters and sourcers time and resources.



Avature Differentiators

Avature Differentiators

We partner with our customers

One key factor that sets us apart from the market: our relationship with our customers. We move beyond the typical vendor-buyer relationship, creating a deeply connected support system that begins with careful and attentive planning, integrates dynamic implementation methodology, and fosters an ongoing commitment to training, community and improvement.

Avature Differentiators

Global in our DNA

Avature has successfully implemented more than 1000 solutions for over 650 multinational organizations since 2008. Our career sites and other candidate interfaces can be translated to any language required. Avature delivers its services from 8 strategically-located offices in the US, Spain, UK, Germany, Austria, France, Australia, China and Argentina and we offer 24x7 customer service in English, Spanish, French, German and Chinese. Customers can choose which of our co-location data centers for hosting their data, including in-country data options.

Avature Differentiators

Backed by the world's leading CRM

Although having modern, fast and engaging career sites is vital for attracting leads and improving candidate conversion, it takes powerful CRM capabilities to truly nurture your relationships with candidates and motivate them to join your team. Avature's comprehensive recruiting CRM solution incorporates powerful capabilities for attracting and engaging critical talent ahead of business demand.

Thank You!

Contact us to learn more

For more information about Career Sites please contact

Product Marketing

productmarketing@avature.net

Or visit our website

www.avature.net

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