

## Corporate Careers Sites 2.0

By Paula Santonocito



Online recruitment has come a long way since static job postings and organizational overviews were the mainstays of corporate careers sites. Today, technology allows for an interactive experience, and companies are taking advantage of opportunities to engage candidates.

It's all about a new phase of the online experience, and next-generation tools make the difference.

### Making connections

"Interactive features are very important to today's audience. They look for a way to connect online so a 'brochure' that happens to be online is not as appealing to them," says Marie Artim, Vice President of Recruiting for Enterprise Rent-A-Car, the largest rental car company in North America.

She says some of Enterprise's most effective website features are its interactive career path, video clips, and the "Talk to Us" and "Day in the Life" sections.

For career-exploring site visitors, "Talk to Us" facilitates connecting with local recruiters and local recruiting events, where "Day in the Life" provides insight into the daily work experience. The interactive career path shows candidates the various routes they can take as part of an Enterprise career journey.

Video, on the other hand, allows candidates to get a closer look, literally, at the company. Recognizing that motion pictures have the power to motivate candidates, Enterprise continues to build its video offerings.

"Candidates like the videos because they

are engaging and personal. It's a real employee sharing information about a topic the candidate has deemed important in their decision. It's a great way for us to share what the culture is like at Enterprise," says Artim.

Nevertheless, building an online

connection involves more than adding an interactive feature. It requires evolving with technology.

Take "The Enterprise Game, Give Me the Business," one of the careers site's first interactive features. Designed to entertain as well as stress the importance of reacting quickly to obstacles, Artim says the game is now less cutting edge than it once was. As a result, Enterprise plans to look at a new concept for it when the company revamps its website this fall.

### Extending engagement

Big Four accounting firm Deloitte Touche Tohmatsu is also always moving forward with careers site offerings. An early adopter of employer videos, the company last year held the first-ever Deloitte Film Festival.

Its US subsidiary, Deloitte & Touche USA LLP, asked employees, "What Is Your Deloitte?" and provided them with video cameras so they could respond. The idea was to create films that expressed the organization's culture and values, videos that could be used as part of Deloitte's campus recruitment program. Through the film festival the company also sought to engage employees.

The effort exceeded company expectations. Working in teams of one to seven individuals, more than 2,000 employee filmmakers submitted more than 370 videos. The videos were then posted on the company intranet, where employees rated them. Winning videos are now at Deloitte's careers site.

Employee-created videos aren't the only films available for screening at Deloitte's

**"When we decided to go to video for our channel launch, we weren't sure what to expect. Our goal was to increase engagement, and we noticed immediately the engagement on GoArmy had increased."**

**Suzanne Nagel  
U.S. Army  
Accessions  
Command**

site. Its "Career Insights" section features "People Profiles," where employees talk about what they do and why they do it.

But perhaps the most interesting use of video is a feature in the section for students called "See yourself at Deloitte." The video presentation allows for a personalized virtual day on the job. After a site visitor enters his or her name and selects an area of interest a personalized badge is returned. Then it's off to a whirlwind day as a Deloitte employee.

Deloitte uses interactive technology to offer as much insight as possible into the actual "live" work experience.

### Aiming to inform

Although visitors to the US Army recruitment website, GoArmy.com, gain insight into a very different experience, the Army's recruitment strategy is actually similar to that of Deloitte and Enterprise.

The more prospects know, the better, says Suzanne Nagel, Media, Web and Licensing Program Manager for the US Army Accessions Command.

Nevertheless, how that information gets delivered is increasingly important. What's more, using 2.0 tools doesn't necessarily ensure success, as the Army, a long-time user of leading-edge technology, found out.

Although GoArmy.com received 10 to 12 million visitors each year, most visits were a minute or less. With decreasing the drop-off rate as an objective, the Army stepped back. "We knew GoArmy was a very good site, that it was easy to navigate, and that people were able to find the information they wanted," Nagel says.

But the Army also knew that people want information quickly. Therefore, it decided to reposition its site offerings, opting to place video front and center.

"When we decided to go to video for our channel launch, we weren't sure what to expect. Our goal was to increase engagement, and we noticed immediately the engagement on GoArmy had increased," Nagel says.

When repositioning content, the Army

added iPod download and video sharing capabilities to site offerings. "Our goal was to incorporate the 2.0 techniques, to give users what they want and where they want it and also sometimes how they want it," Nagel says.

In addition to bringing video to the forefront, the Army "promoted" its virtual guide, SGT STAR, giving him a homepage position.

The reason for the move? The virtual guide / navigation tool drives engagement. Without SGT STAR, the average user spends four to eight minutes on the site; with SGT STAR, a visit increases to 16 minutes.

The site's discussion board was also given a more prominent position, and its new location has likewise resulted in greater engagement.

It's all about creating a user-centric experience, according to Nagel.

Still, it's worth noting that GoArmy doesn't have much new content. In fact, Nagel says only 12 new videos have been added. Yet the look and feel of the site, and the user experience, are entirely different.

What has it meant from the standpoint of

candidate interest? "We're getting fantastic results," Nagel says.

### The Onrec Expo 2008

*Join us at the Onrec 2008 Conference & Expo in Chicago, September 9-10, for a panel discussion that further explores the link between next-generation careers site tools and recruitment success, with Marie Artim of Enterprise Rent-A-Car, Jayson Sawyer of the U.S. Army Accessions Command, Kristine Penn of Shaker Recruitment Advertising & Communications, Paul Forster of Indeed, and a representative from Deloitte Touche Tohmatsu.*

Correction: Last month's feature article, "Communicating Company Culture," stated that Starwood Hotels & Resorts provides new field associates with a tour of what's known as the heart of the house, which gives them a behind-the-scenes look at hotel operations. It is actually new corporate associates who take the tour.

**"Interactive features are very important to today's audience. They look for a way to connect online so a 'brochure' that happens to be online is not as appealing to them."**

**Marie Artim  
Enterprise  
Rent-A-Car**

**Paula Santonocito  
Features Editor  
Online recruitment magazine**

Paula Santonocito is a business journalist specializing in employment issues. She is the author of nearly 1,000 articles on a wide range of topics, including online recruitment, which she has covered since the early days of web-based employment advertising and candidate sourcing. In addition to serving as Features Editor of Online recruitment magazine's North American edition, she is AIRS News editor, overseeing news content for the global recruitment training and technology solutions company at [www.airsdirectory.com](http://www.airsdirectory.com). Articles by Paula Santonocito are featured in many global and domestic publications and information outlets, including HRWire, a publication to which she regularly contributes. She can be reached at: [psantonocito@yahoo.com](mailto:psantonocito@yahoo.com)

# onrec EXPO 2008

## Online Recruitment Conference & Expo

Two day conference and Expo for the entire online recruitment industry!

For Sponsorship opportunities, contact [tim@onrec.com](mailto:tim@onrec.com) or 630-985-3006

9th & 10th September 2008

Donald E. Stephens Convention Center, Chicago



[www.onrec.com/expo2008](http://www.onrec.com/expo2008)