eploy
an access company

Recruitment Marketing & Employer Branding Checklist

The custodians of your Employer branding will play a key role in the external presentation and communication of your E-recruitment platform. It is important that whatever platform you base your strategy on is able to deliver the flexibility and analytics that recruitment marketing specialists require.

	Currently use	Not required	Required
All candidate careers site pages should be fully 'branded' in line with the careers site	☐	☐	☐
Candidates should not be taken to an external/third party site to complete applications/view jobs etc.	☐	☐	☐
Iframes should be avoided due to accessibility and branding issues	☐	☐	☐
The careers site should be designed to work on all smart devices as well as desktops	☐	☐	☐
The careers site should include a comprehensive Content Management System to allow us to update all content	☐	☐	☐
As a minimum, the careers site should support Google Analytics for all pages & jobs	☐	☐	☐
All jobs pages should have a meaningful 'friendly URL eg: careers.ourcompany.com/marketing-assistant-job	☐	☐	☐
It must be possible to control the content of the meta description of each job page	☐	☐	☐
It must be possible to have unique and relevant Open Graph and Twitter Card meta data for each job	☐	☐	☐