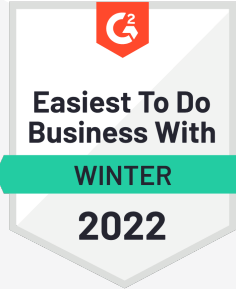
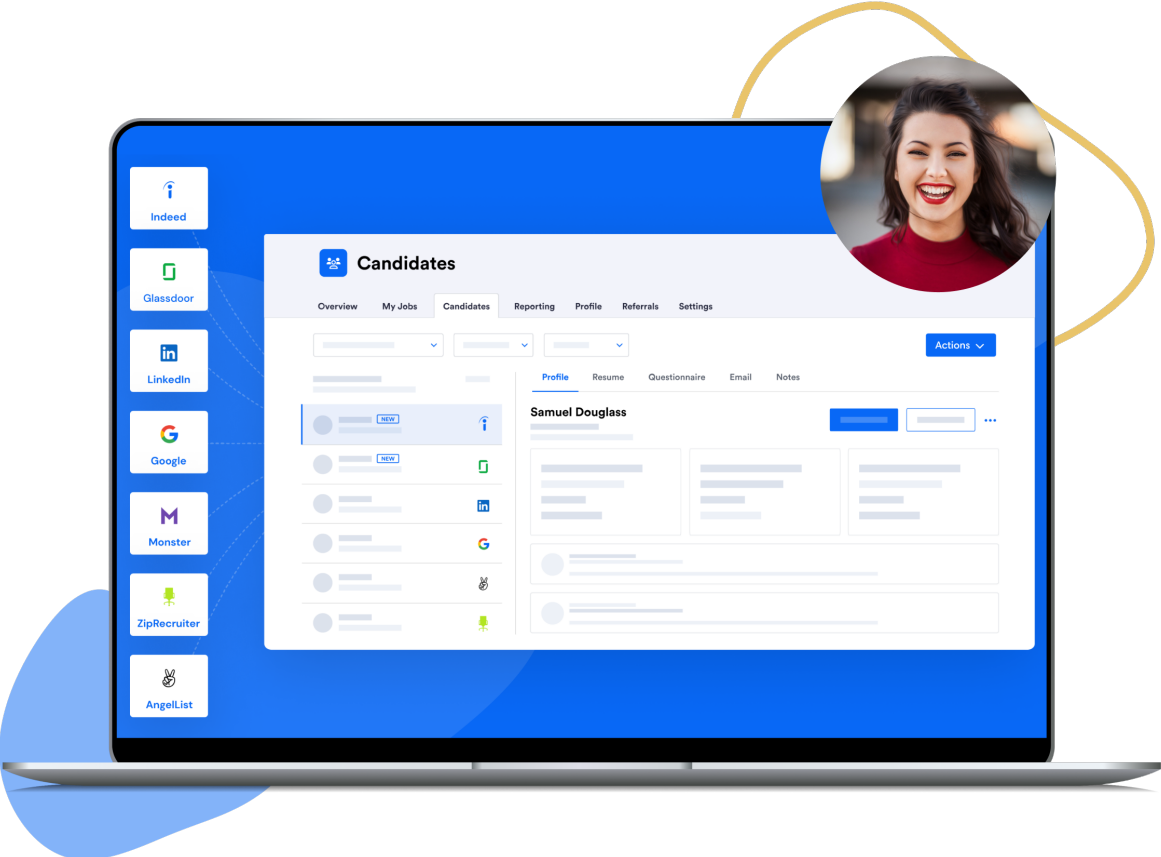




Culture Marketing™ Framework



3 Things it takes to have great hiring **experience**

①

**Culture
Marketing™**

②

Alignment

③

Visibility

How you approach **hiring**



How things are today
(before we hire)



How I want things to be
(with new hire)



Functions

I need someone to make
this change

(Functions of the job)

What do candidates **value**?



What do candidates **value**?



How you approach **hiring**

Jobs are presented as this...



...candidates really want this



What candidates really **want**



Functional

Have a reliable job that pays me well with the skill sets I have + acquiring

Social

I want my peers to think I'm successful and in the top 1% because I work for this fantastic company doing incredible things.

Emotional

I will leave work feeling appreciated and accomplished every day, and my well-being is on a growth trajectory.

How candidates process their **employment?**



Functional

What do I want to do?

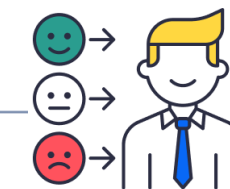
(task/problem I want to complete)



Social

How do I want to be
perceived by others?

(while/after “doing my job”)

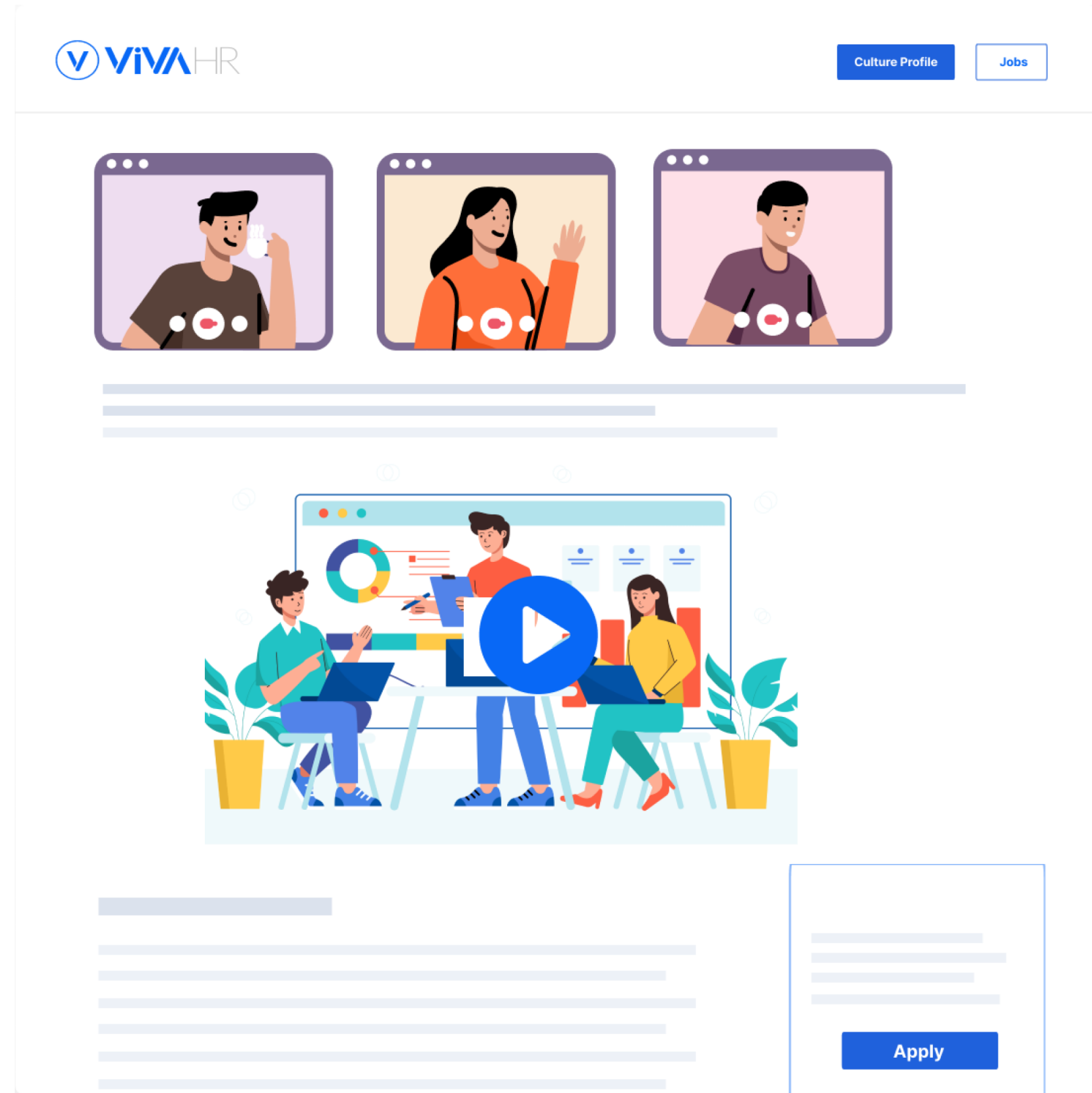


Emotional

How do I want to feel?

(while/after “doing my job”)

Show off your Culture Experience



Would you apply to this job?

Job Details

Handyman

baltimore , MD 21225

Residential remodelers in baltimore MD

Handyman

painters

plumbers

havoc

electricians

Details

Location: baltimore , MD

Employment Type: Full-Time

Salary: \$9.00 - \$85.00 /per hour

Skill Level: Mid-Senior Level

Categories:

Would you apply to this **job?**

Developer - Python

LOCATION: REMOTE: FULLY REMOTE

As a Python Developer, you will be a key member of our collaborative team supporting our clientS. You will work cross-functionally in an Agile environment. Must be flexible, able to work in a highly collaborative environment, juggle multiple tasks at once, and work independently and collaboratively as needed. Must have superior interpersonal skills and strong communication skills. Be comfortable working directly with the Project Manager to support emerging client needs as well.

APPLY

View All Jobs

DETAILS

Location: Remote

Employment Type: Full-Time

Skill Level: Associate

Functions: Analyst,

Information Technology (IT)

APPLY

SHARE THIS JOB



Would you apply to this **job?**

Screen Printer

Monday - Thursday 8-5pm Fridays 8-2pm

Benefits, medical, dental, and PTO

Job Duties include

Some experience with screen printing, willing to train

Loading shirts, pulling shirts, cleaning screens and helping run the M&R Auto

APPLY

View All Jobs

DETAILS


Location: Phoenix, AZ
Employment Type: Full-Time
Salary: \$14.00 - \$18.00 /per hour
Skill Level: Associate
Functions: General Labor, Production

APPLY

SHARE THIS JOB






See what your candidates **experience**





customer service jobs


×





 All

 News

 Images

 Shopping

 Books

 More

Tools


About 5,850,000,000 results (0.97 seconds)

Jobs

• Near Gilbert, AZ

Past 3 days


Full-time

 Work from home

No degree

Customer Service

Admin



Customer Service Rep (FT)

Transdev, Inc.


Gilbert, AZ

via Glassdoor

🕒 3 days ago

📅 Full-time

📖 No degree mentioned



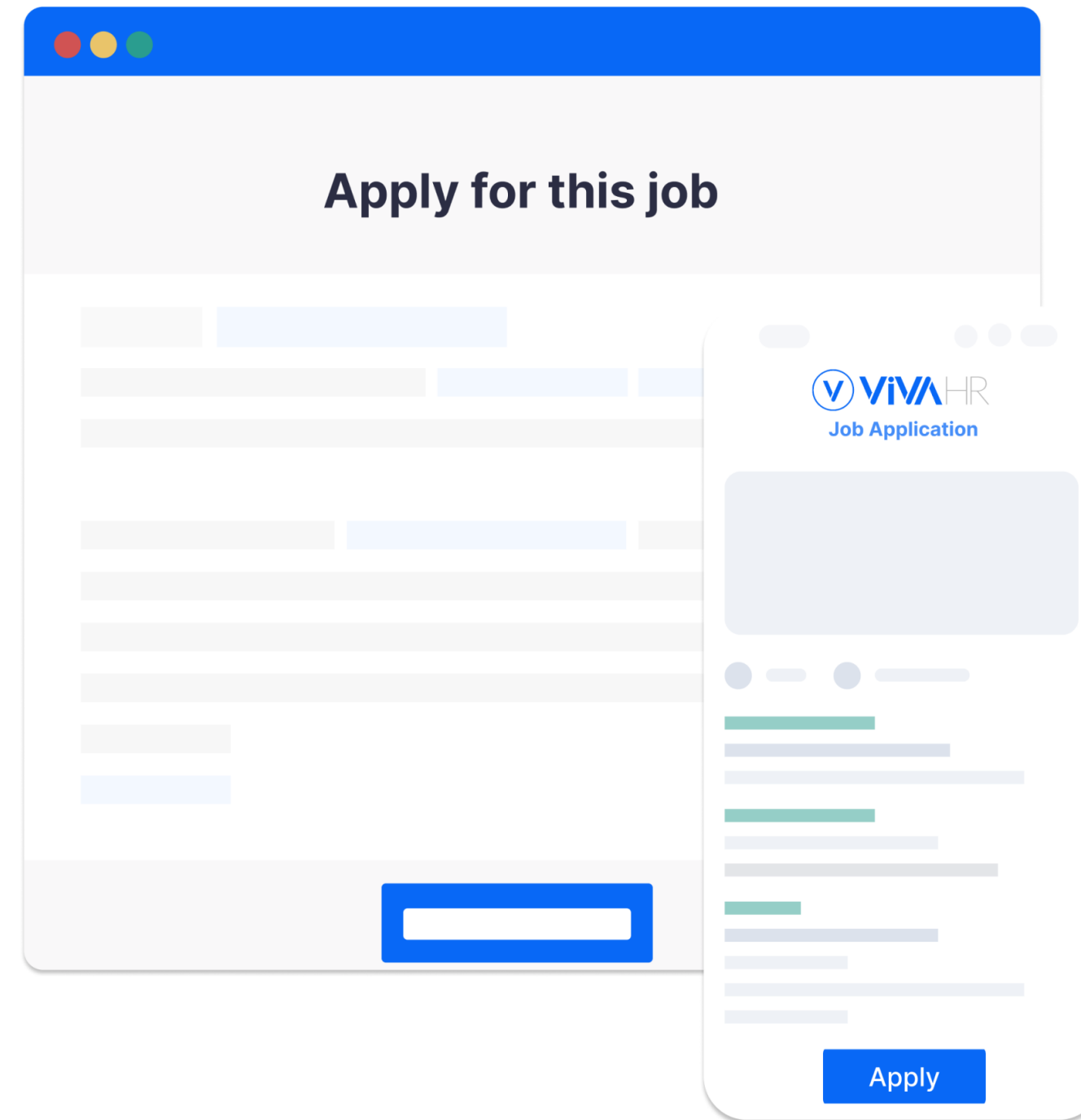
Lead Customer Service Representative, Full or Part Time

Circle K

Gilbert, AZ

via LinkedIn

Building the perfect **job description**



A/B testing

One job posting is not enough.

We're Hiring for a

Customer Success Representative



Responsibilities



Requirements



Character Traits

PUBLISH

We're Hiring for a

Customer Service Specialist



Responsibilities



Requirements



Character Traits

PUBLISH

We're Hiring for a

Customer Service Representative



Responsibilities



Requirements



Character Traits

PUBLISH

What **not** to do in job posting



- ❗ Oversell the job
- ❗ Overlook EEOC
- ❗ Wait X days to communicate
- ❗ Duplicate the Job

The perfect job description

Functional Job Title

Business Overview

Position Overview

Skills and Responsibilities

Desired Experience

Company About Us

Benefits

Compensation

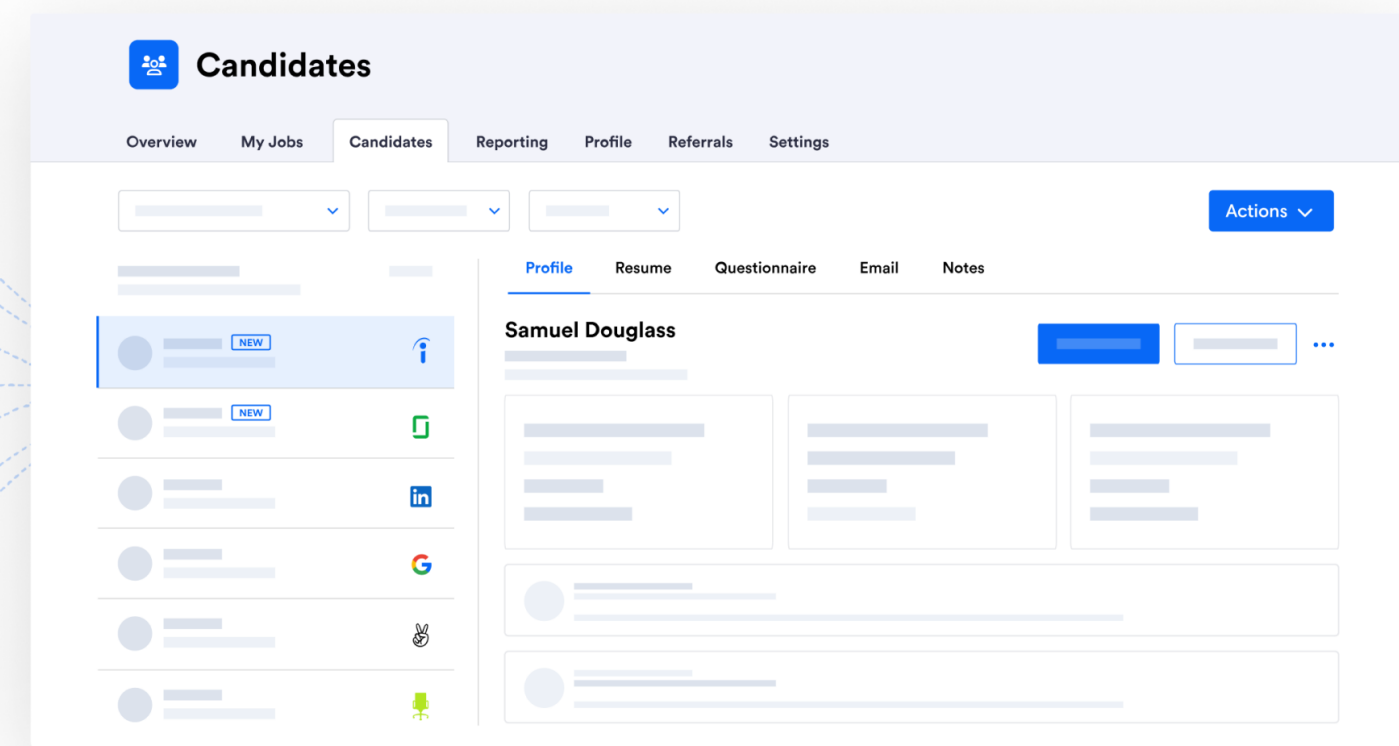
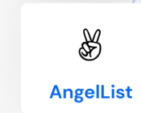
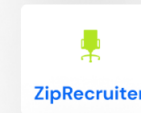
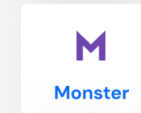
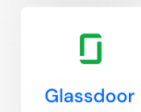
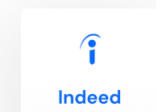
Time Expectations

Interview Process

Where to post your jobs



- See what they see
- Top job boards in U.S.
 - Indeed
 - ZipRecruiter
 - Google for Jobs
 - SimplyHired
 - Glassdoor
 - Monster
 - Career Builder
 - Snagajob
- Be a Sniper
- Share with Customers
- Leverage Facebook Groups
- PR for “Best Place to Work” awards



Nurture your pipeline

- ➔ Immediate acknowledgement
- ➔ Pick up the phone (SMS 83% Response rate)
- ➔ Drip email about the company
- ➔ Invite to your team activities

SaaS Sales Representative					<div><div></div><div></div><div></div><div></div></div>
B2B Sales • Atlanta, GA					
<div><div></div><div>All Candidates</div><div>59</div></div>	<div><div></div><div>Applied</div><div>24</div></div>	<div><div></div><div>Review</div><div>4</div></div>	<div><div></div><div>Interview</div><div>6</div></div>	<div><div></div><div>Disqualified</div><div>20</div></div>	<div><div></div><div>Hired</div><div>5</div></div>
Name		Date	Stage	Rating	Source
<div><div></div><div>Jasmine Reyes</div></div>	Feb 1, 2022		Interview	<div><div></div><div></div><div></div><div></div><div></div></div>	ZipRecruiter
<div><div></div><div>Katie Bullock</div></div>	Feb 3, 2022		Interview	<div><div></div><div></div><div></div><div></div><div></div></div>	LinkedIn
<div><div></div><div>Jay Spencer</div></div>	Feb 3, 2022		Interview	<div><div></div><div></div><div></div><div></div><div></div></div>	LinkedIn
<div><div></div><div>Erica Vince</div></div>	Feb 3, 2022		Interview	<div><div></div><div></div><div></div><div></div><div></div></div>	Indeed
<div><div></div><div>Samanta Kerr</div></div>	Feb 1, 2022		Interview	<div><div></div><div></div><div></div><div></div><div></div></div>	Indeed
<div><div></div><div>Trey Vance</div></div>	Feb 3, 2022		Interview	<div><div></div><div></div><div></div><div></div><div></div></div>	Monster

Thank You



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