



CREATING A BETTER

CANDIDATE EXPERIENCE

WITH A REIMAGINED CAREER SITE

HIRECLIXSTORIES

Career Site

THE CHALLENGE

CREATING A BETTER CANDIDATE EXPERIENCE



After recognizing the importance of an enhanced digital presence, a global pharmaceutical and biotech company partnered with HireClix to attract top talent in a highly competitive industry. The client was most concerned with their career site, which failed to not only effectively engage prospective candidates, but also provide a user-friendly experience. HireClix had revamped the client's Employee Value Proposition (EVP) as well as their employer branding strategy, and understood the importance of integrating all aspects of their brand identity into a singular and cohesive experience through the career site.



THE APPROACH

CREATING A BETTER CANDIDATE EXPERIENCE

Extensive research as well as insights gathered from surveys, focus groups, and interviews throughout the EVP development, was leveraged in the creation of the upgraded career site to ultimately align with the client's target audience. New immersive pages, engaging navigation menus, and easily accessible information were all part of the strategy to attract and retain top talent while reflecting the client's commitment to diversity, equity, and inclusion.



There were several key aspects of the new career site development that the HireClix team used as focal points throughout the process.

EMPLOYER BRAND

Authentically showcasing the client's employer brand using employee testimonials, videos, and interactive content highlighting the company's culture and mission.



JOB SEARCH

Adding dynamic job search functionality as well as specialized career areas with specific fields of interest to boost applicant engagement and conversions.



USABILITY/ACCESSIBILITY

To ensure inclusivity and enhanced usability for all, the new career site was updated to meet ADA and WCAG accessibility standards, accommodating the needs of individuals with disabilities.

MOBILE EXPERIENCE

With the increase in mobile job seekers, the HireClix team implemented mobile-friendly navigation with a responsive design and fast load times, providing a consistent user experience regardless of screen size.



THE RESULTS

CREATING A BETTER CANDIDATE EXPERIENCE

The client's career site redesign delivered significant positive outcomes, including an increase in relevant candidate engagement. In the first six weeks of the new site being live, there was a 30% increase in site visits and a 25% increase in average page views. The bounce rate among site visitors also decreased by almost 70%.

**SITE VISITS
INCREASED BY**

30%



**BOUNCE RATE
DECREASED BY**

70%



By integrating the client's EVP, improving the overall job search experience, and tailoring the content and functionality to the desired target audience, the new site successfully captured the interest of top talent. The increase in engagement affirms the importance of prioritizing a strong online presence to attract and retain qualified talent, which begins with the client's career site.

**AVERAGE PAGE
VIEWS GREW BY**

25%





INNOVATING FORWARD

**ARE YOU READY FOR A BETTER
CAREER SITE?**

Contact HireClix - sales@hireclix.com