

Australian Corporate Career Website Report



Are your candidates lost?

August 2009

inspecht 
networks of expertise

Introduction

This report is an overview of how large Australian corporations are using their corporate career websites to attract, source, engage and screen candidates. The report is designed to provide readers with general trends at a snapshot in time not focusing on a specific industry or organisation. The results are designed to provide readers with guidance as to what other organisations are doing within the Australian marketplace.

Research Methodology

The research was conducted by Inspecht using the publically available 2008 BRW Top 200 list. The process included a physical review of each of the BRW Top 200 web sites during September to December 2008.

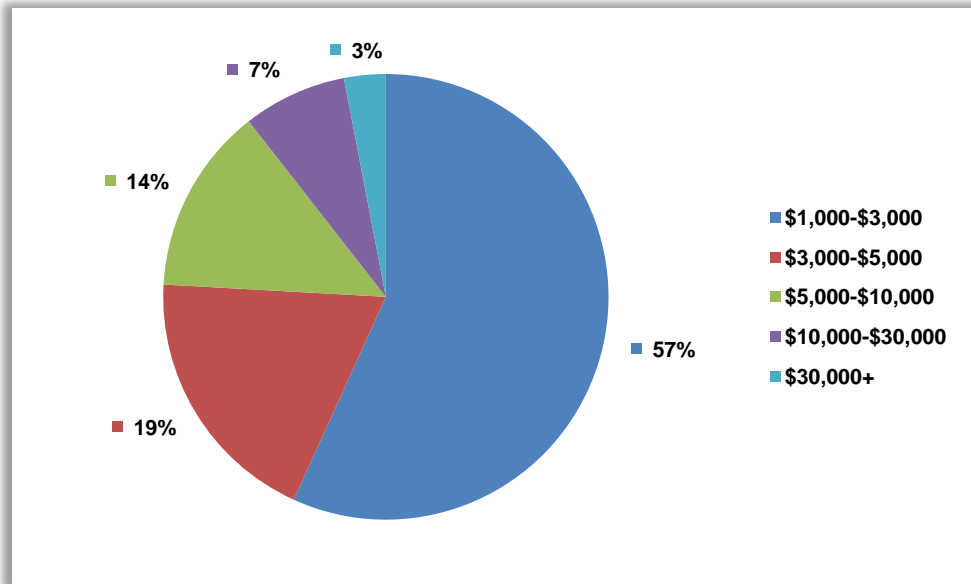
Between the time the 2008 BRW Top 200 list was published and the resulting report released, several companies on the list have been taken over, exited Australia or have been severely impacted by the Global Financial Crisis. These changes have meant that the results are provided as percentages to allow readers to compare the results.

Each site was assessed on a series of attributes designed to assess an organisation's approach to their careers website. The attributes were based on the CareerXRoads Mystery Job Seeker Reports. Several attributes covered during the research required a subjective assessment such as; did the site contain detailed information on remuneration and benefits.

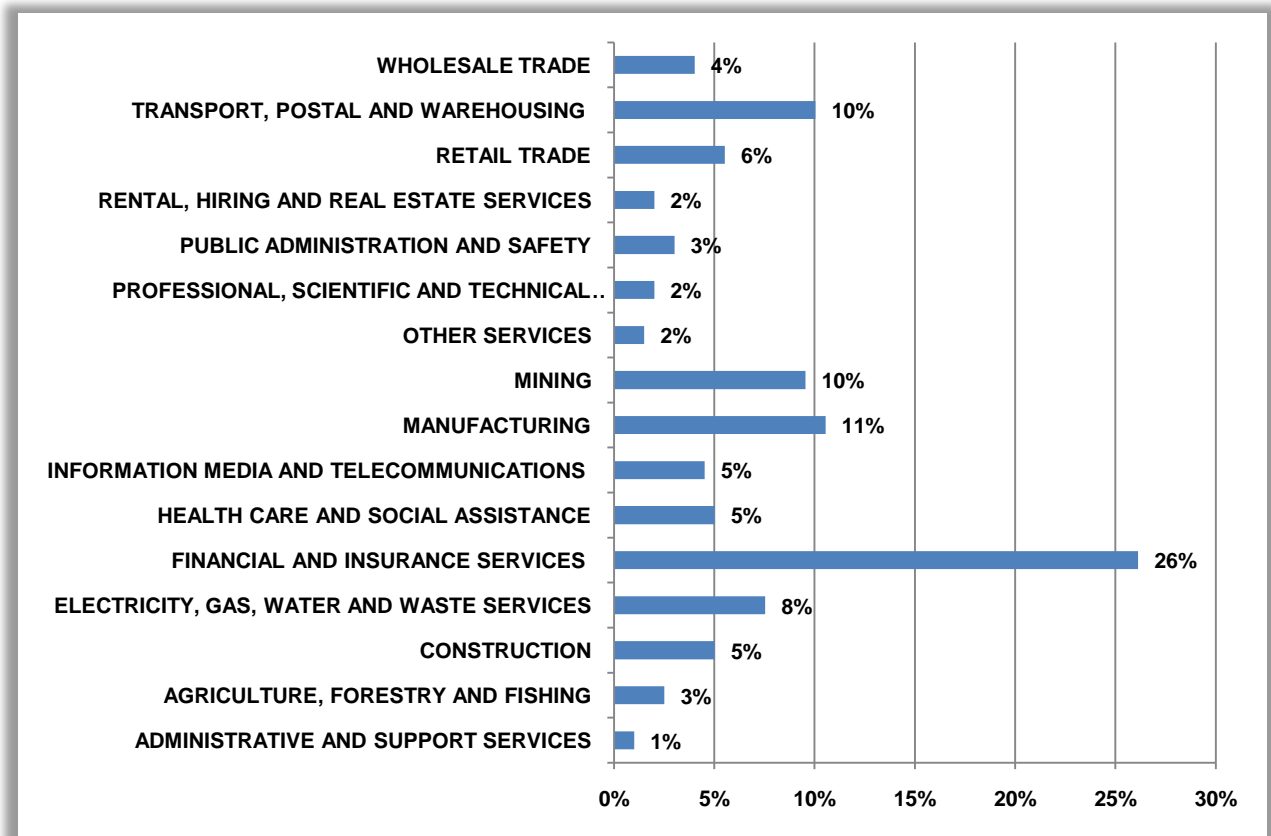
Demographics

The following tables provide an overview of the type of organisations that were included within the BRW Top 200 for this research.

Annual Turnover in Millions (AUD)



Industry



Results

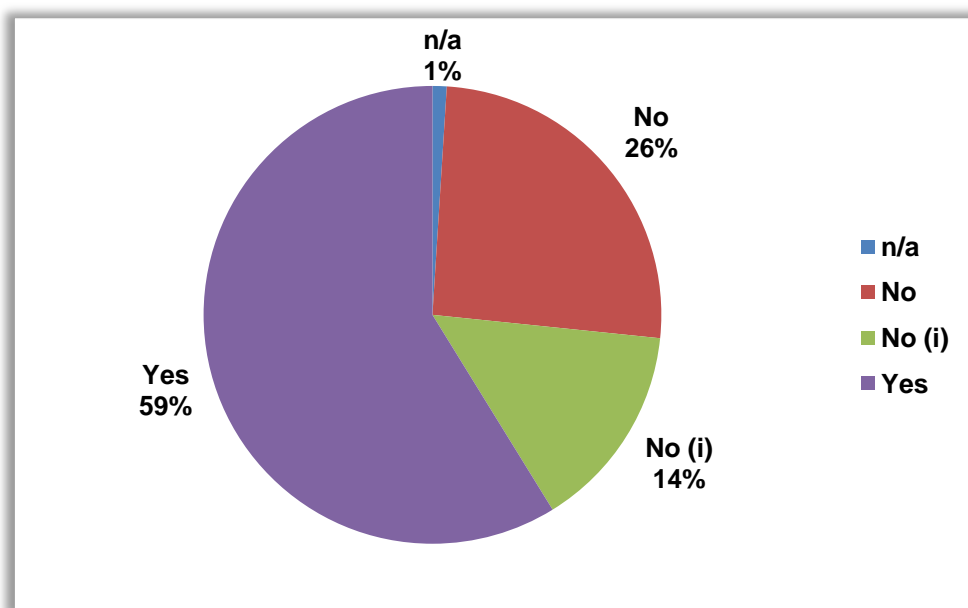
Navigation

Each careers site was assessed on various navigational aspects to determine the ease of use for candidates to either research the organisation or apply for a job.

Direct link to jobs or careers content from home page

The ability for a job seeker to easily navigate from the main corporate home page to information about working for that organisation is a critical first step in the engagement with the job seeker. A direct link reduces the time it takes to find the relevant career information.

An overall majority - 59% - of sites in Australia provide an easy to find direct link to careers information from their home page, with another 14% providing a direct link as a menu option from the home page. However, this approach still requires the job seeker to search to find the link to information about jobs.



Notes

n/a: No web presence found, company was taken over or company ceased operations in Australia during 2008

No (i): Access to jobs or careers content via a sub menu from home page

By industry, the Administrative and Support Services industry has 100% of organisations providing a direct link to their career content. The Agriculture, Forestry and Fishing industry has the lowest overall number of web sites - 60% - that provide a direct link to information about careers.

By Industry

Industry	n/a	No	No (i)	Yes	(blank)
ADMINISTRATIVE AND SUPPORT SERVICES	0.0%	0.0%	0.0%	100.0%	0.0%
AGRICULTURE, FORESTRY AND FISHING	0.0%	60.0%	0.0%	40.0%	0.0%
CONSTRUCTION	0.0%	10.0%	0.0%	90.0%	0.0%
ELECTRICITY, GAS, WATER AND WASTE SERVICES	0.0%	26.7%	6.7%	66.7%	0.0%
FINANCIAL AND INSURANCE SERVICES	0.0%	50.0%	13.5%	36.5%	0.0%
HEALTH CARE AND SOCIAL ASSISTANCE	0.0%	10.0%	30.0%	60.0%	0.0%
INFORMATION MEDIA AND TELECOMMUNICATIONS	0.0%	33.3%	22.2%	44.4%	0.0%
MANUFACTURING	0.0%	19.0%	9.5%	71.4%	0.0%
MINING	0.0%	0.0%	10.5%	89.5%	0.0%
OTHER SERVICES	0.0%	0.0%	0.0%	66.7%	33.3%
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	0.0%	0.0%	25.0%	75.0%	0.0%
PUBLIC ADMINISTRATION AND SAFETY	0.0%	0.0%	16.7%	83.3%	0.0%
RENTAL, HIRING AND REAL ESTATE SERVICES	0.0%	0.0%	25.0%	75.0%	0.0%
RETAIL TRADE	0.0%	27.3%	0.0%	72.7%	0.0%
TRANSPORT, POSTAL AND WAREHOUSING	0.0%	25.0%	35.0%	40.0%	0.0%
WHOLESALE TRADE	12.5%	12.5%	25.0%	50.0%	0.0%
Grand Total	0.5%	25.6%	14.6%	58.8%	0.5%

Notes

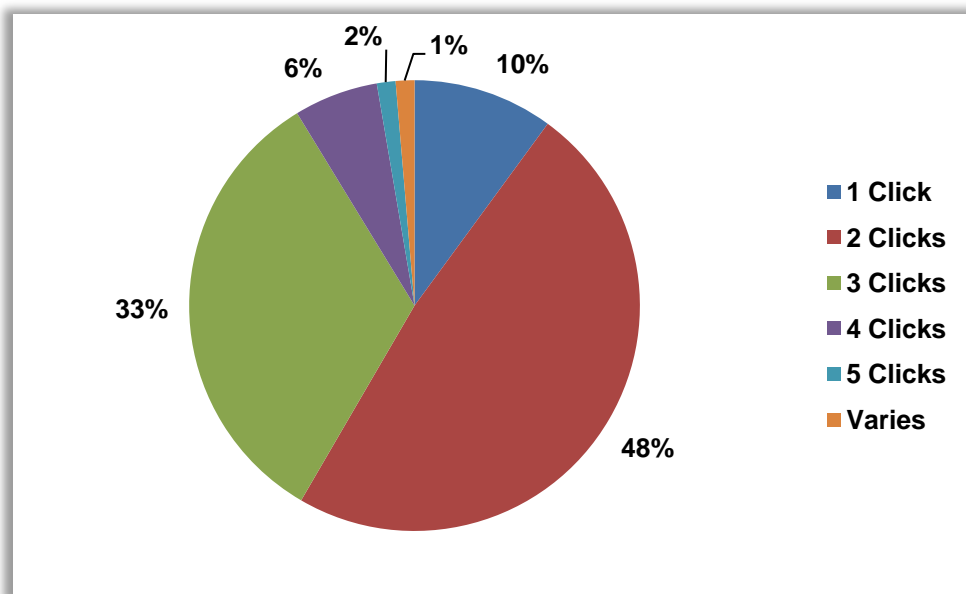
n/a: No web presence found, company was taken over or company ceased operations in Australia during 2008

No (i): Access to jobs or careers content via a sub menu from home page

Clicks to view job board from main home page

If a job seeker arrives on your careers site for the express purpose of finding a job, making the process difficult will not help encourage them to apply. The attention span of job seekers can be very limited. As such, limiting the number of clicks it takes to apply for a job is critical.

It is good to see that almost half - 48% - of the BRW Top 200 allow job seekers to access their jobs within two clicks, with another third within three clicks.



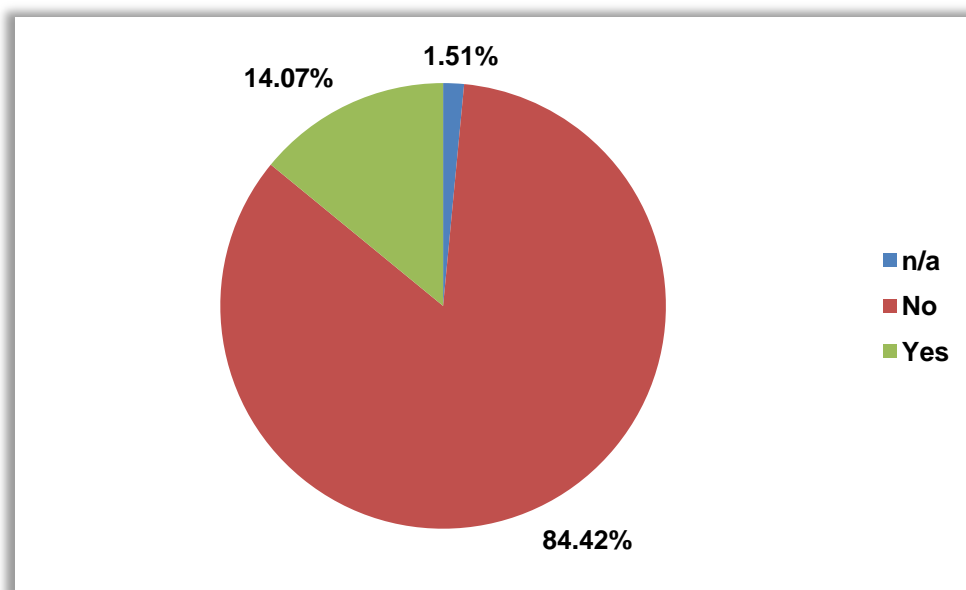
Notes

Two companies are conglomerates and as such have a variety of brands each with their own job boards, meaning the number of clicks varies by brand.

Careers site URL

Providing a simple URL to your careers site is important for two key reasons. Firstly, it allows job seekers to remember your site and quickly return. Secondly, search engines provide significant weighting to keywords appearing in URLs. Having your brand and the word *careers* or *jobs* in the URL will result in the site being listed organically higher in search engine results. For organisations looking to leverage search engines to attract candidates it is critical that the URL is "search engine friendly".

Unfortunately almost 85% of the BRW Top 200 companies have cryptic URLs for their careers sites.



An easy to remember URL is one such as:

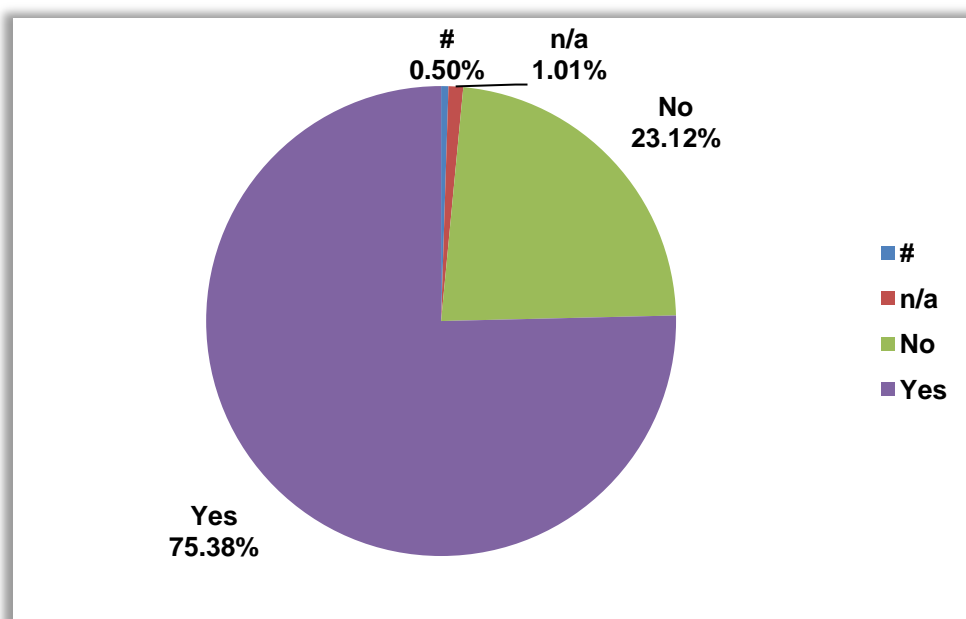
- <http://careers.companyname.com.au>
- <http://companyname.com.au/careers>

Job Applications

Although we are ending the first decade of the 21st century, many of the BRW Top 200 organisations still do not provide the ability to search for a job directly on their website. Even more do not have the ability to apply online.

Job listing

In Australia a majority of top 200 organisations provide a listing of job vacancies on their sites. However, a surprisingly high number of the organisations - just over 23% - do not have a listing of jobs on their web site. These organisations mainly provide job seekers with a generic email address to send in a resume if they are interested in working for the organisation.



Notes

n/a: No web presence found, company was taken over or company ceased operations in Australia during 2008
 # - Directs to partner websites

When assessing the result by industry break down we see some potential trends.

The Agriculture, Forestry and Fishing industry has only 40% of organisations listing jobs, perhaps indicating that they feel their target employees do not look online for jobs. In the Financial Services sector, over 40% of organisations surveyed did not list job opportunities on their website. This could be an outcome of the fact that while these organisations have large annual revenues their employee numbers are lower by comparison to other organisations in the list.

By Industry

Industry	n/a	No	Yes	#
ADMINISTRATIVE AND SUPPORT SERVICES	0.0%	0.0%	100.0%	0.0%
AGRICULTURE, FORESTRY AND FISHING	0.0%	60.0%	40.0%	0.0%
CONSTRUCTION	0.0%	30.0%	70.0%	0.0%
ELECTRICITY, GAS, WATER AND WASTE SERVICES	0.0%	6.7%	86.7%	6.7%
FINANCIAL AND INSURANCE SERVICES	0.0%	42.3%	57.7%	0.0%
HEALTH CARE AND SOCIAL ASSISTANCE	0.0%	10.0%	90.0%	0.0%
INFORMATION MEDIA AND TELECOMMUNICATIONS	0.0%	11.1%	88.9%	0.0%
MANUFACTURING	0.0%	28.6%	71.4%	0.0%
MINING	0.0%	0.0%	100.0%	0.0%
OTHER SERVICES	33.3%	0.0%	66.7%	0.0%
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	0.0%	0.0%	100.0%	0.0%
PUBLIC ADMINISTRATION AND SAFETY	0.0%	0.0%	100.0%	0.0%
RENTAL, HIRING AND REAL ESTATE SERVICES	0.0%	50.0%	50.0%	0.0%
RETAIL TRADE	0.0%	27.3%	72.7%	0.0%
TRANSPORT, POSTAL AND WAREHOUSING	0.0%	15.0%	85.0%	0.0%
WHOLESALE TRADE	12.5%	12.5%	75.0%	0.0%
Grand Total	1.0%	23.1%	75.4%	0.5%

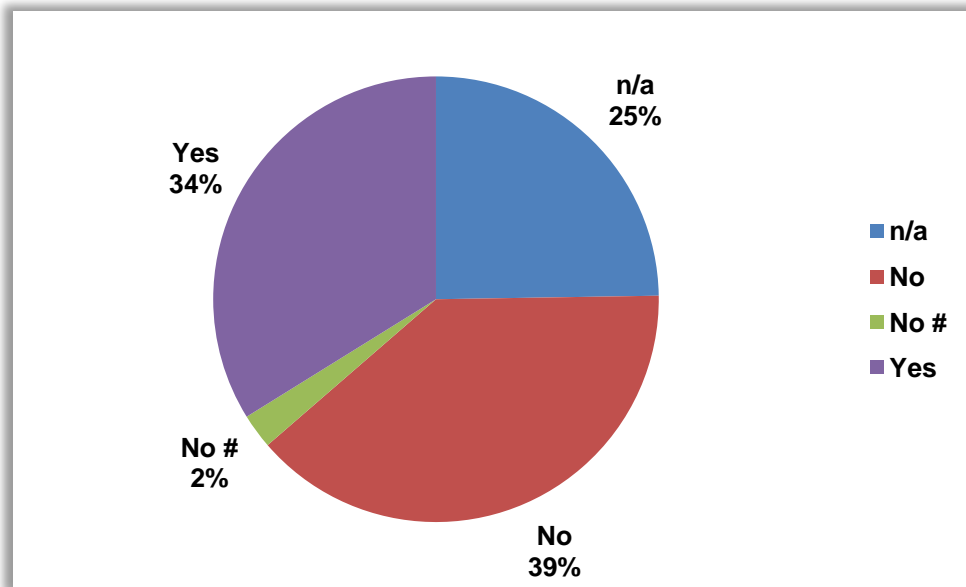
Notes

n/a: No web presence found, company was taken over or company ceased operations in Australia during 2008

- Directs to partner websites

Do jobs appear in search engines?

Organisations in Australia tend to rely on placing jobs on one of the major job boards as their Internet search strategy. This trend explains why only jobs from 34% of organisations during the research period could be found within Google. The low number of jobs available in Google indicates that, to date, search engine optimisation (SEO) for recruitment has not been explored by Australian organisations.



Notes

*n/a: No jobs listed on corporate careers sites
No #: No jobs available during research*

The lack of focus on SEO techniques for jobs is surprising given that several forward thinking organisations are buying Google Adwords to direct traffic to their careers website. For example, Rio Tinto can be seen below advertising jobs at their Karratha mine, an ad that appeared within a discussion around their competitor's, BHP Billiton, graduate recruitment program.



By industry, 83% of Public Administration and Safety organisations had their jobs listed in search engines. Unfortunately in every other industry less than 50% of organisations had their jobs being displayed in search engines.

It was also seen that the ability for an organisation's jobs to appear in a search engine tends to be directly related to the technology behind their Applicant Tracking System (ATS) with some exceptions.

By Industry

Industry	n/a	No	No #	Yes
ADMINISTRATIVE AND SUPPORT SERVICES	0%	50%	0%	50%
AGRICULTURE, FORESTRY AND FISHING	60%	20%	0%	20%
CONSTRUCTION	30%	30%	10%	30%
ELECTRICITY, GAS, WATER AND WASTE SERVICES	13%	40%	0%	47%
FINANCIAL AND INSURANCE SERVICES	42%	29%	2%	27%
HEALTH CARE AND SOCIAL ASSISTANCE	10%	40%	0%	50%
INFORMATION MEDIA AND TELECOMMUNICATIONS	22%	33%	0%	44%
MANUFACTURING	24%	48%	5%	24%
MINING	0%	74%	5%	21%
OTHER SERVICES	33%	33%	0%	33%
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	0%	50%	0%	50%
PUBLIC ADMINISTRATION AND SAFETY	0%	17%	0%	83%
RENTAL, HIRING AND REAL ESTATE SERVICES	50%	25%	0%	25%
RETAIL TRADE	36%	27%	0%	36%
TRANSPORT, POSTAL AND WAREHOUSING	15%	55%	0%	30%
WHOLESALE TRADE	25%	13%	13%	50%
Grand Total	25%	39%	3%	34%

Notes

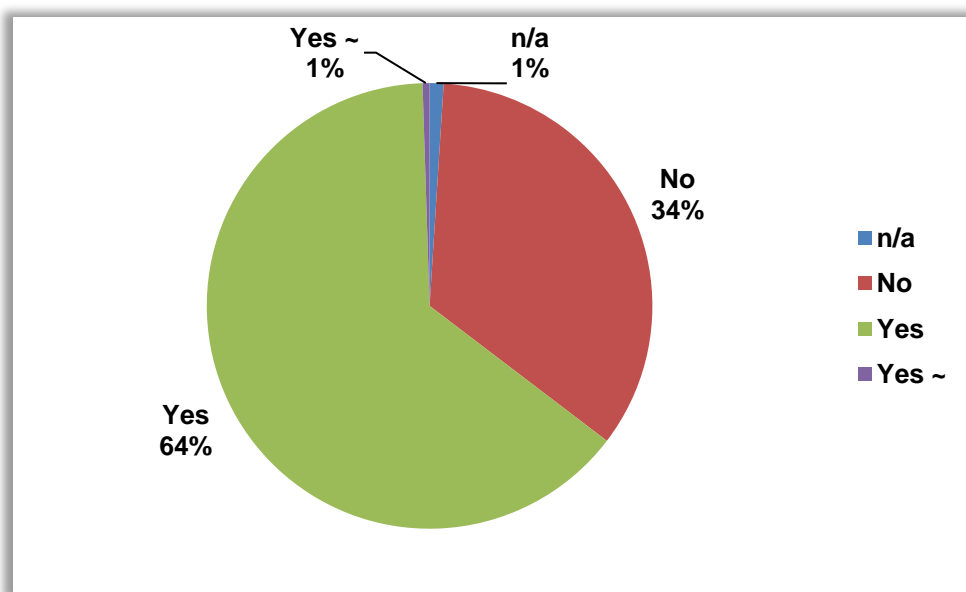
n/a: No jobs listed on corporate careers sites

No #: No jobs available during research

Can applicants apply online?

Having a job listing online is only part of the picture. Allowing job seekers to interact with your organisation online is the second half of the equation. Within this research we defined the act of applying online as did not include the job seeker emailing a resume to the organisation, instead we were looking for a more comprehensive application process.

A surprising 34% of organisations did not allow for applicants to apply for jobs online. This is 12% higher than organisations that do not advertise jobs on their websites, meaning that job seekers can see the jobs but not apply for them online.



Notes

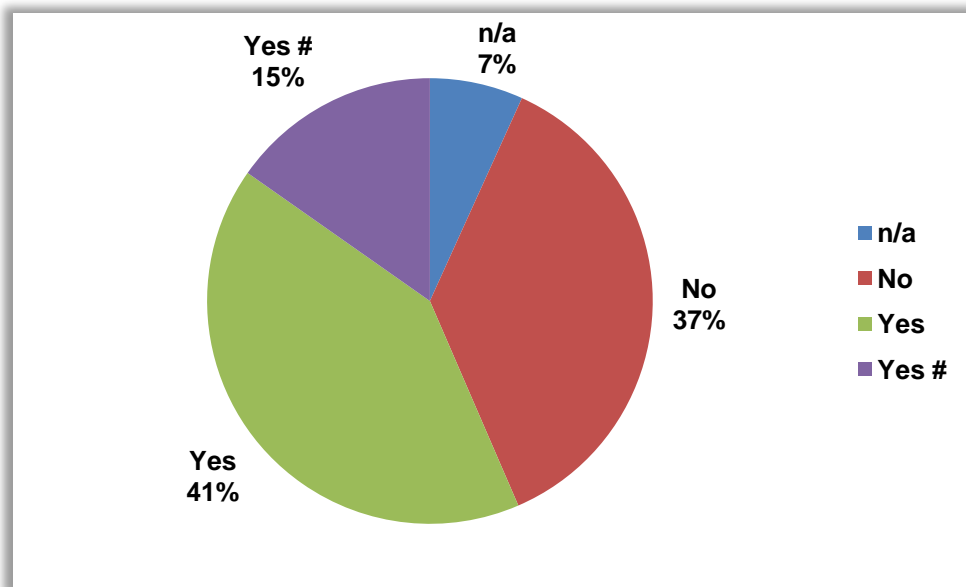
n/a: No web presence found, company was taken over or company ceased operations in Australia during 2008
Yes ~: One company only hires graduate/entry jobs via their website, all other applicants must go via an approved agency

Website Content

Organisations in Australia rely heavily on third party agencies and general job boards for their recruitment activities. As such, the limited use of corporate job boards is not surprising. However, regardless of who undertakes the sourcing activity, once the candidate is engaged with the hiring organisation providing them with information on the process improves the overall candidate experience. The 2008 Hewitt Best Employers survey found that 75% of the lowest ranking organisations in the 2008 survey did not have an explicit employment brand. Information within your careers website provides an opportunity to deliver that brand message. The section below looks specifically at the content provided within the careers website, other than job listings.

Do organisations target specific applicant groups?

Each organisation has a unique recruitment strategy resulting in organisations providing a range of different career paths to employees. To help job seekers understand what is on offer from your organisation you need to provide information so that each group of job seekers understand if they are the type of person your organisation is looking for and what is expected during the recruitment process. Almost 40% of the surveyed population did not create specifically targeted content for applicant groups.

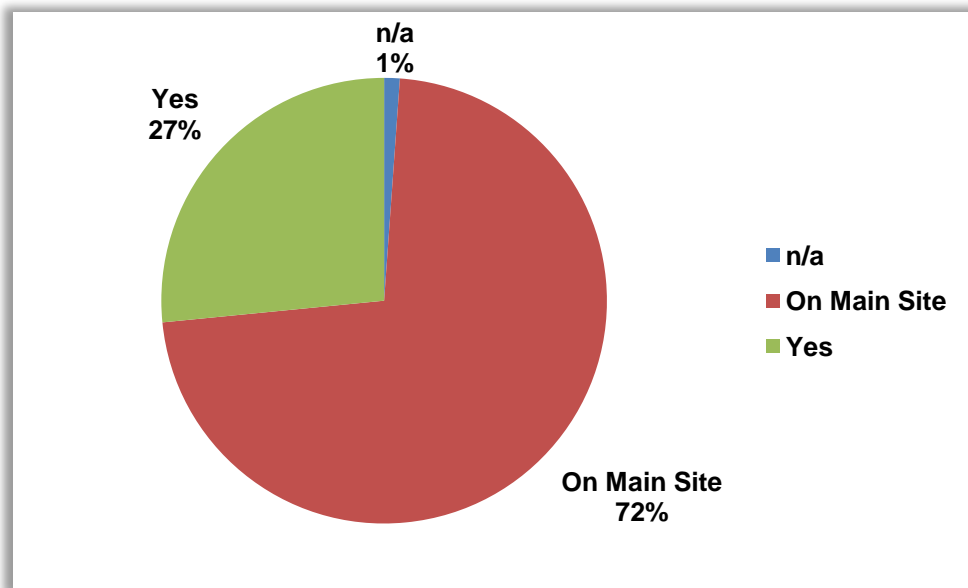


Notes

*n/a: No jobs listed on corporate careers sites
 Yes #: Only targets Professional & Graduate candidates*

Specific company background information

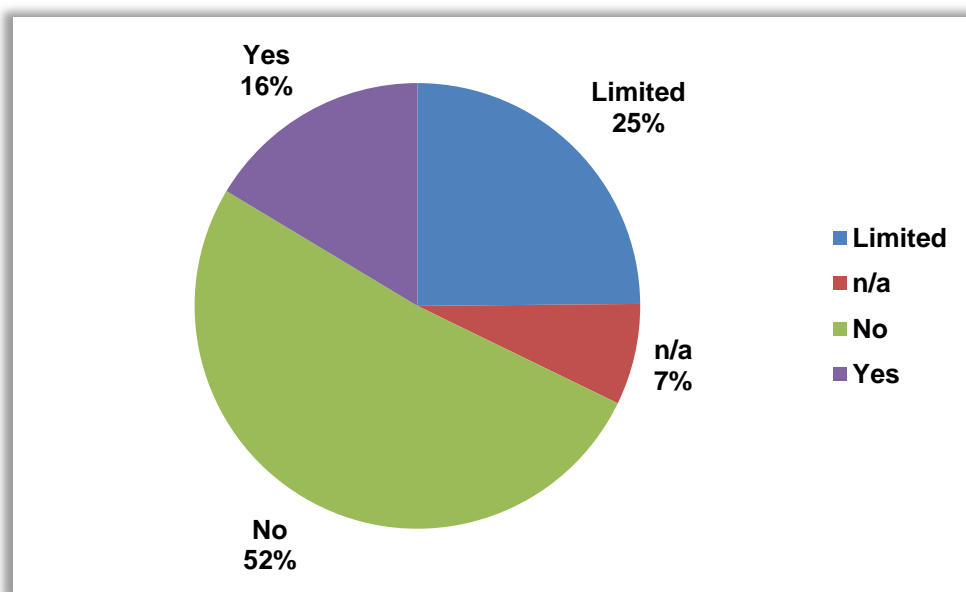
While all organisations provide general company information on their website, most was purely focused on meeting legal compliance for investors. Only 27% of organisations provided information within the careers site to inform candidates about their organisation. Providing specific information about your organisation within the careers website provides the opportunity to deliver a clear message to candidates about the employment deal.



Information covering remuneration and benefits

The Chandler Macleod Workplace Barometer Report 2008 found that negotiation of salary and benefits was the largest barrier of offer acceptance. Helping candidates understand this information up front again not only clarifies the employment deal but can also work at reducing the level of offer rejection.

It was surprising that less than 50% of the BRW Top 200 provided any information of remuneration and benefits on their careers website. Only 16% of organisations provided information detailed enough to help in the candidate's decision making process.



Notes

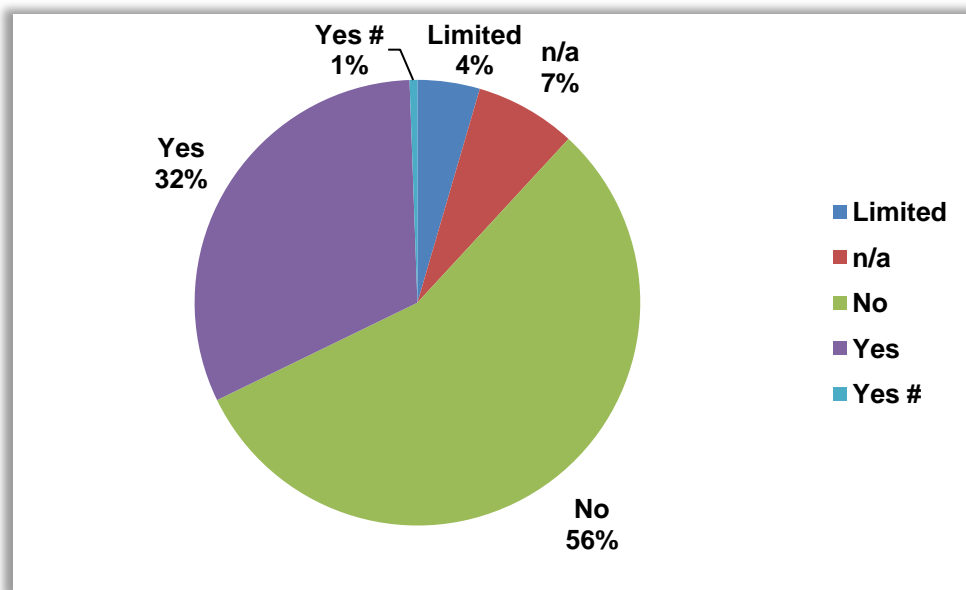
n/a: No jobs listed on corporate careers sites

Limited: Summary overview of benefits providing no specific statements on what is on offer

Is the recruitment process explained?

Informing the candidate about what to expect in your process is critical. Not every organisation follows the same processes; some conduct one or two interviews, while others might have five or six, or psychometric testing.

Providing information to the job seeker around your specific recruitment process shows your respect for them and helps them prepare for the process ahead. Overall, this improves not only the candidate experience but ensures a more informed candidate attends your interviews. Given these potential benefits of an informed job seeker about your recruitment process it is surprising that only 33% of organisations provide any information on their process.



Notes

n/a: No jobs listed on corporate careers sites

Limited: High level summary of steps, no specifics about what to expect during the process

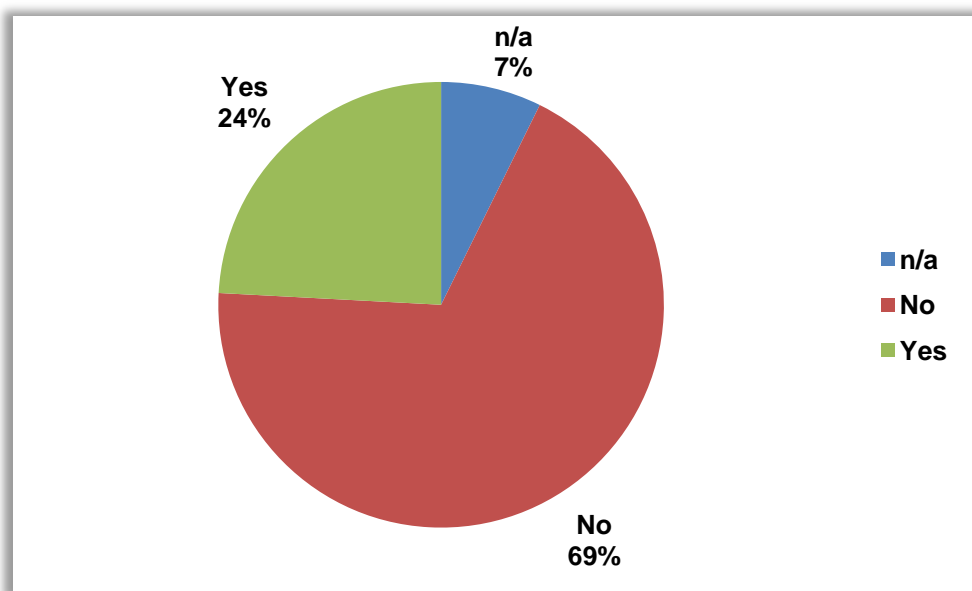
Yes #: Only explains the process once you have applied

Employee testimonials

Ensuring cultural fit of new employees is of great importance to organisations. One method undertaken by organisations is to provide candidates a view as to what it is like to work for the organisation. Employee testimonials are a common approach for achieving this outcome.

Testimonials on the careers website are selected for the positive employment brand message they provide. Testimonials give candidates an insight into the type of employment environment your organisation will provide. Once again less than 25% of organisations provide any form of testimonials.

One organisation, Nokia Australia, references employee blogs as a method of gaining employee testimonials which goes a long way to answer questions for candidates such as, "Do I recognise people like me in your organisation?" and "Can I see how you treat your employees?"



Notes

n/a: No jobs listed on corporate careers sites

Recommendations

There is no doubt that candidates are using the Internet as part of their job search, with job boards regularly appearing in the top website listings for Australia. The global economic turmoil continues to provide difficult conditions for Australian organisations ensuring you have the right talent is critical for business success. A key part of ensuring you have the right talent starts with the attraction of staff. A careers website provides a key method of engaging with candidates.

Based on the results of the research and the opinions formed, the following key recommendations for your careers website are proposed:

1. Provide a more humanised face on the recruitment process in order to engage with job seekers.
2. Provide a clear message to job seekers about what to expect from working within your organisation.
3. Ensure you keep job seekers informed throughout the whole process, not just thanking them for their application.
4. Providing a direct link from your corporate home page to career specific content respects the candidate's time when they arrive at your site to research your organisation.
5. An easy to remember URL will make it easier for job seekers to return to your site and will also rank the site well within search engines when people query your organisation.
6. All organisations should list their currently available jobs and limit the number of clicks for candidates to view them to no more than three.
7. Work with your ATS or job posting providers to ensure your jobs appear in search engines.
8. Undertake search engine optimisation assessments on your site and jobs vacancies.
9. Provide customised content on your site to target different types of job seeker.
10. Look to providing personalised content depending on how the job seeker arrives at your site. Someone who arrives via a job board is more likely to be an active job seeker than someone else.

About Inspecht

Inspecht provides consulting services around HR Technology, Online Recruitment and Enterprise 2.0. Services offered to clients are feasibility studies, strategy definition, business case development, project and change management, along with implementation management to support the implementation of your technology project. *Inspecht's overarching objective: leverage networks of expertise to prepare your organisation for the future.* For more information, visit www.inspecht.com.au

Inspecht Pty. Ltd.
Phone +61 3 9017 1865
www.inspecht.com.au

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