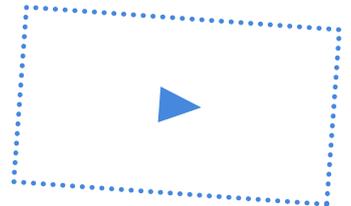
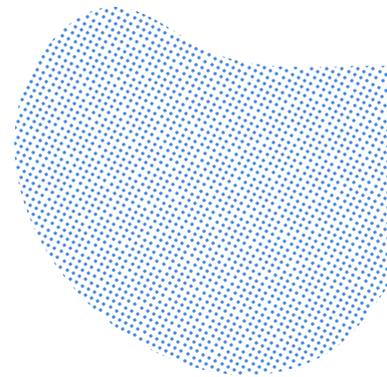


# Talent Attraction Lookbook





# The demands of modern recruiting

We are now firmly in the age of candidate engagement, community building, and data.

Recruiters have at their disposal the tools necessary to create personalized, seamless experiences for their candidates. From the first time candidate lands on their career page, to when they click on a link, open an email, subscribe to an event, to when they finally come to an interview and accept an offer.

Most candidates aren't ready to apply when they visit a company's website - they're looking for relevant information, not a long, clunky form. That is why conversion points like talent networks, newsletters, event registrations or even internal mobility networks are so important. They provide candidates with a way to express their interest without fully committing to a job application.

This ebook contains examples and use cases of dedicated landing pages and forms that recruiters can easily build with modern CRMs and Recruitment Marketing tools. Use them to find inspiration for your own projects or try out new ideas to help you fill your talent pipelines.



# Contents

1. Promoting the organization's values, culture, and benefits
3. Creating and managing communities
  3. Building specialized talent communities
  6. Enabling diversity
  10. Re-engaging previous applicants
  12. Addressing new graduates
  14. Building and nurturing Alumni and internal networks
16. Sharing information on specific events or opportunities
  16. Promoting recruiting events
  18. Advertising and managing vacancies
  20. Communicating internally with employees
22. Facilitating referrals
24. Ensuring compliance
26. The Beamery toolkit: Pages, Forms, and Recipes



# Promoting the organization's values, culture, and benefits

The best candidates are curious enough to go beyond the corporate website and the job description. If they are interested in an organization, they want to understand its purpose, its values and culture, and the benefits it offers. They want insight into who they will be working with and what career development opportunities might be open to them.

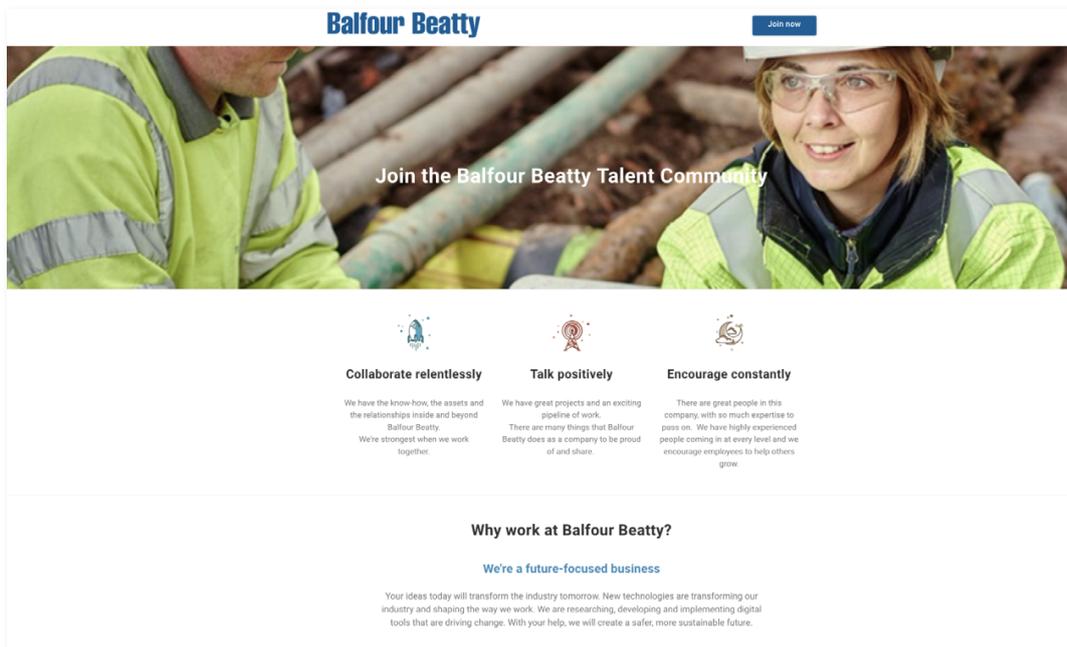
Personalized landing pages are often used to showcase these elements, and tailor this message to appeal to the right audience. They can be used to share content such as interviews with current employees or hiring managers, or advice on how candidates can best prepare for the interview and selection process.



A screenshot of a career page for Shop Direct. The page features a collage of office photos at the top, including a man on a phone, a woman, and a large 'very' logo. Below the photos is a 'Hey!' section with text about Shop Direct's brands (Very.co.uk, VeryExclusive.co.uk, Littlewoods.com) and their hiring needs. A 'WE ARE HIRING!' sign is also visible. At the bottom, there are logos and website addresses for Very.co.uk, VeryExclusive.co.uk, and Littlewoods.com. An 'Apply now' button is located in the top right corner of the page.

Shoptirect's career's page, containing information on three of their retail brands: Very, VeryExclusive, and Littlewoods.

PROMOTING THE ORGANIZATION'S VALUES, CULTURE, AND BENEFITS



**Balfour Beatty** [Join now](#)

Join the Balfour Beatty Talent Community



**Collaborate relentlessly**

We have the know-how, the assets and the relationships inside and beyond Balfour Beatty. We're strongest when we work together.



**Talk positively**

We have great projects and an exciting pipeline of work. There are many things that Balfour Beatty does as a company to be proud of and share.



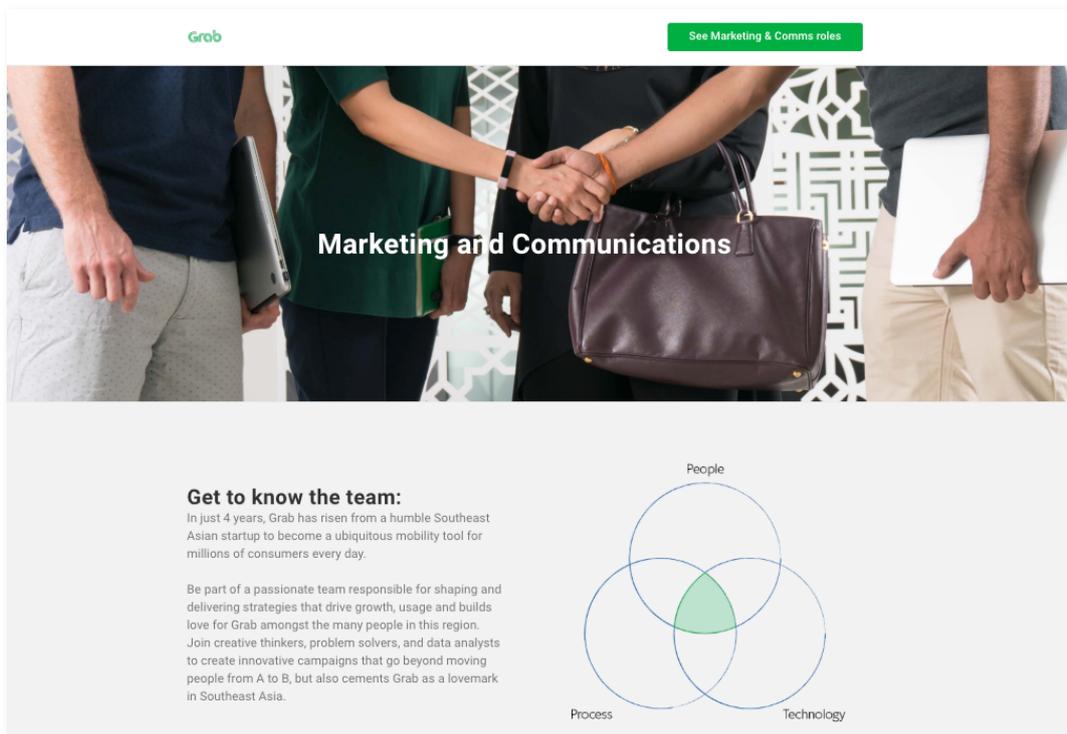
**Encourage constantly**

There are great people in this company, with so much expertise to pass on. We have highly experienced people coming in at every level and we encourage employees to help others grow.

**Why work at Balfour Beatty?**

[We're a future-focused business](#)

Your ideas today will transform the industry tomorrow. New technologies are transforming our industry and shaping the way we work. We are researching, developing and implementing digital tools that are driving change. With your help, we will create a safer, more sustainable future.



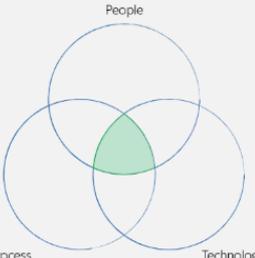
**Grab** [See Marketing & Comms roles](#)

Marketing and Communications

**Get to know the team:**

In just 4 years, Grab has risen from a humble Southeast Asian startup to become a ubiquitous mobility tool for millions of consumers every day.

Be part of a passionate team responsible for shaping and delivering strategies that drive growth, usage and builds love for Grab amongst the many people in this region. Join creative thinkers, problem solvers, and data analysts to create innovative campaigns that go beyond moving people from A to B, but also cements Grab as a lovable in Southeast Asia.



People

Process

Technology

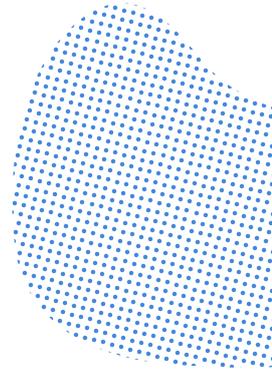
*Balfour Beatty and Grab's recruiting teams using a landing page tool to detail their company values, and their belief in the importance of innovative technology to transform their industry.*

# Creating and managing communities

## *Building specialized talent communities*

Company careers sites often have to cater to as wide an audience as possible, but a personalized landing page or form-building tool offers the versatility to share relevant news and content to targeted groups of individuals, and to build engaged talent pools in key business areas.

This means being able to cater to diverse groups, previous applicants, new graduates or alumni networks, for example. You'll find examples of how companies have leveraged personalized pages and forms to work with each of these groups in the next few pages.



**Pendulum** Join our network!

**Be your inner creative**  
Engineers, designers, marketers or sales! You can all create and build at Pendulum.

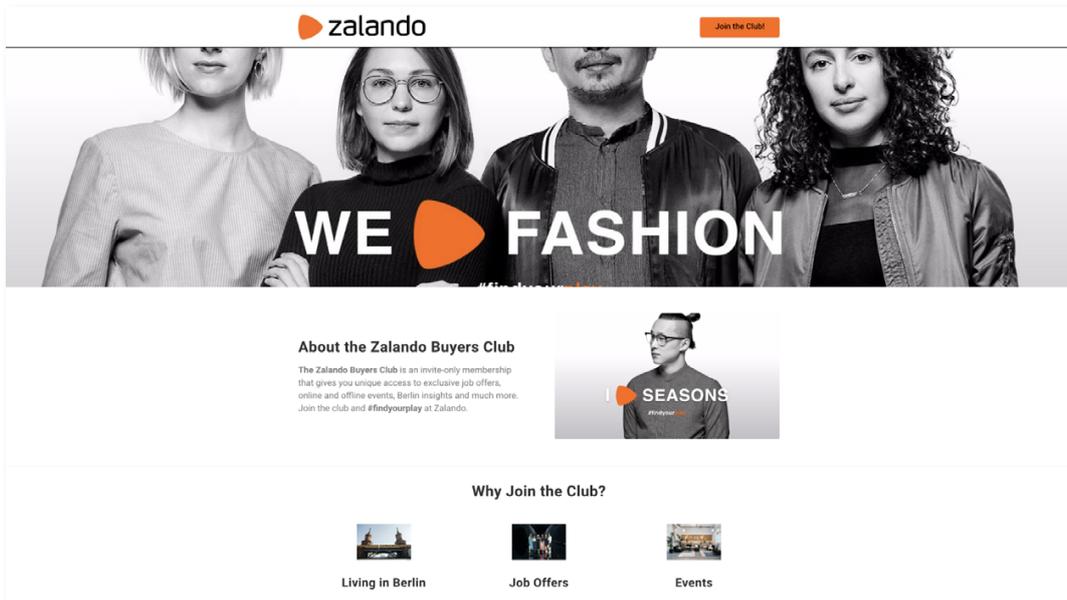
**Why join Pendulum**

Pendulum is one of the fastest growing eCommerce companies in the world, but we aren't like any of the others. We want people to enjoy luxury and for it to be truly accessible. We also want to offer the world's most personalised online shopping experience, almost like walking into a store, but from the comfort of your armchair.

*Example of a personalized Careers page.*



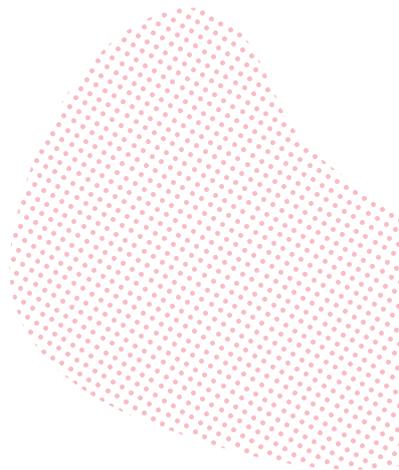
## CREATING AND MANAGING COMMUNITIES



Zalando's landing page for the "Buyers Club", an invite-only talent community.



Improbable's Game development and Production page.



Sign up forms for communities such as the one offered by Zalando (*previous page*) or VMware (*below*) enable companies to capture critical information about candidates, and feed it automatically to a CRM. They can be used to sign up to a talent network, for example, and offer passive candidates an easy mechanism to express their interest in a company without having to directly apply to a specific vacancy.

vmware CareerHub Already a member? Sign In

### Sign Up

[SIGNUP WITH LINKEDIN](#)

[SIGNUP WITH FACEBOOK](#)

[SIGNUP WITH GITHUB](#)

[Sign Up using your Email address](#)

### Join the VMware CareerHub

Curious about opportunities at VMware? You've come to the right place. When you join the VMware CareerHub, you'll get a unique glimpse into our community, brought together by fresh ideas and the drive to define the future. Come in. Take a look around. Go ahead, peek under the sofa cushions if you wish. We want you to make yourself comfortable, find your fit and take the first step to starting the conversation.

Begin by telling us about your skills and interests. Once an account is created, get ready to receive:

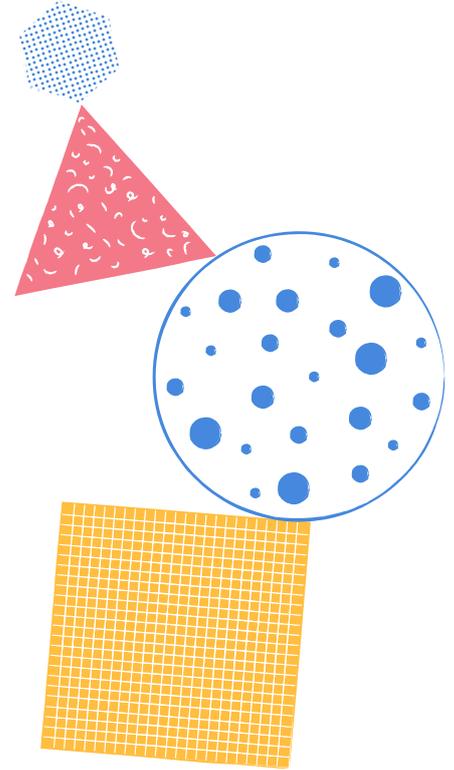
- Jobs tailored to your skillset
- Event information
- Unique glimpses into our Company, people and products from current employees
- And more

CONNECT

dare vmware

Subscription form for joining VMware's talent community.





## Enabling diversity

With dedicated landing pages, it is possible to adopt a proactive approach to diversity hiring. You can use a form to capture diversity and inclusion information and easily identify talented individuals from more diverse backgrounds, then provide them with tailored content in a personalized landing page. This can be news related to a specific demographic, scholarships or programs, or news about vacancies or networking events.

Modern recruiting tools even enable companies to manage access permissions to sensitive Diversity and Inclusion data, making it easier to stay compliant with data privacy laws at every level.

They also ensure that Diversity and Inclusion initiatives benefit from effective reporting and that their impact is well-measured and understood.

### Additional Information

From the list of age bands, please indicate the category that includes your current age in years \*

What is your ethnic group? \*

What is your gender? (If you are undergoing gender reassignment, please use the gender identity you intend to acquire) \*

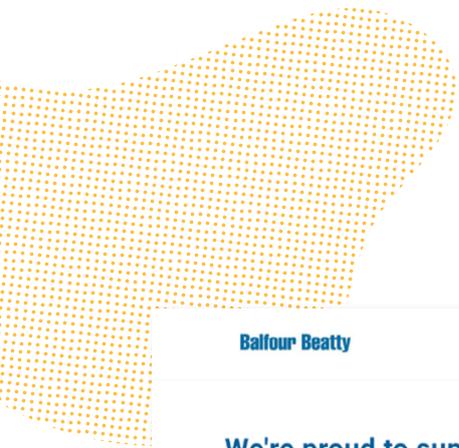
Do you identify as Transgender / Transsexual? \*

What is your sexual orientation? \*

The Equality Act 2010 generally defines a disabled person as someone who has mental or physical impairment that has substantial and long-term adverse impact on the person's ability to carry out normal day-to-day activities. Do you consider yourself to have a disability according to the definition in the Equality Act? \*

**Submit**

Example of Diversity and Inclusion data collection form.



**Balfour Beatty** Sign me up

### We're proud to support gender diversity in Construction

By joining our Community, we commit to sharing with you our journey, to ensure the industry is accessible to all and that we have the skilled workforce we need to deliver the exciting infrastructure projects planned!

Sign up and select what you'd like to hear about.



 **Your World**

We'll share news on the topics affecting you directly, whether it's projects near you or industry insights specific to your sector - just like our "Inspiring Change" white paper shared below

 **Events & Webinars**

If you'd like to join us for industry related events & webinars, we will let you know the dates to mark in your calendar

 **What we're up to**

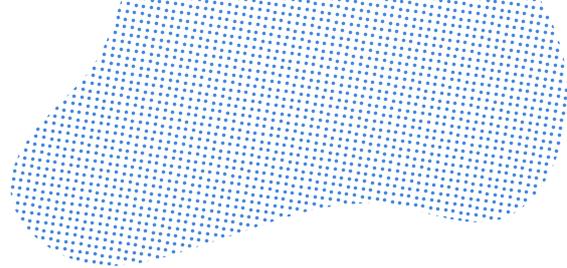
We'll keep you informed on a range of topics from driving & adopting innovative technologies to our Diversity & Inclusion commitments across the business as our Returners video demonstrates

### Supporting Returners

Amongst our activities on improving gender diversity within our business and the industry, we're proud to be part of the Women Returners programme. Maxine details here, why the scheme is so important...



*Balfour Beatty highlighting their support of women in the construction business with a dedicated page.*



### The Right Tools for the Job

At Beamery, we don't believe that any one language or framework is superior to another, but rather that one should always use the right tool for the job, regardless of whether or not we use it already in our stack. Working here you'll gain exposure to JavaScript and its many frameworks such as Node.js, AngularJS, and React as well as other languages entirely such as Python and Golang. Our infrastructure is just as diverse. Here at Beamery you'll have the opportunity to work with data ingestion tools such as Apache NiFi, databases such as MongoDB, database variants such as Redis and Elasticsearch, and message brokers such as RabbitMQ.



### Be Part of a Global #BeamTeam!

Beamery has offices in London, San Francisco and Austin, as well as a team of remote Engineers. However the BeamTeam consists of people of numerous different nationalities and from a wide variety of backgrounds. Check out the map below to learn more.

(The markers indicate the capital city of the individuals' primary nationality and are coloured by their team.)



Beamery's own engineering pages offer candidates insight into the technologies they will have access to as well as the diversity of the team.

**vmware** [Apply Now](#)

## ACHIEVE SCHOLARSHIP

### VMware Achieve Scholarship Overview

The VMware Achieve scholarship inspires and supports the broader community of women in technology. The scholarship provides a one-time tuition award to a female student pursuing a degree in Computer Science or Computer Engineering as she works to achieve her education goals and pursues her vision of becoming a leader in the technology industry.

#### Eligibility

Computer Science & Computer Engineering students who identify as female.

Must be currently enrolled in a US based accredited University with a GPA of 3.4 and a minimum of 1 academic year remaining.

#### Apply

Applications must be received by 11:59pm PST on May 25th, 2018. This includes: a completed HackerRank assessment, online application form, letter of recommendation and transcripts.

[Apply Now](#)

#### Award

All applicants will be notified of the final decision by July 2018. The winner will receive a \$10,000 USD scholarship towards tuition and fees.

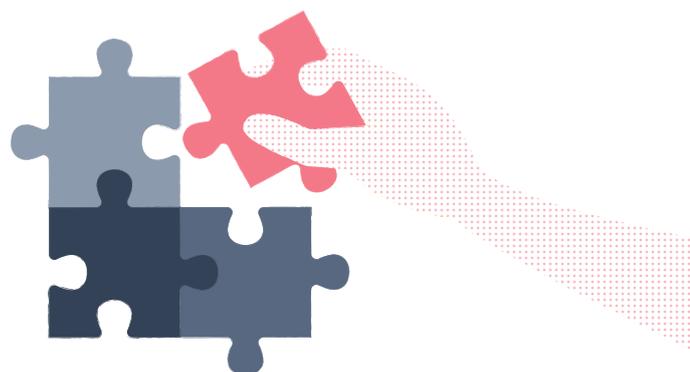
**[Achieve]**

VMware offers cutting-edge cloud infrastructure and security services to companies of all shapes and sizes. Our world is all about technology, and that world is growing because the imagination, ingenuity and talent of our teams knows no bounds.

We actively attract, engage and celebrate our people from a wide variety of dynamic backgrounds, experiences and perspectives. By doing so, we foster a culture that's welcoming and supportive, where great people will want to work and thrive long term. This strength sparks innovation and inspires our employees to think differently and change the world around them.



VMware's page for the ACHIEVE Scholarship, a scholarship designed to support the broader community of women in technology.



## *Re-engaging previous applicants*

Personalized pages and forms can be used to resurface and reconnect with previous applicants.

With modern CRMs, it is possible to simply import contacts from existing systems, such as an ATS, spreadsheets, or a linkedin account, and to then clean and refresh that database:

- Filter and refine the imported contact list to identify previous candidates, for example using last contacted date, rejection reason, or vacancy applied for.
- Create a form to capture fresh and up-to-date data, such as contact information, current role or location, as well as resumes or social media profiles.
- Send a re-engagement campaign with a URL to the newly-created form to your filtered database of previous applicants. The form will capture all the data you need to be able to automatically tag them, add them to relevant pools or vacancies, or assign them to a particular recruiter.

You will then have a clean and searchable database allowing a much more targeted approach and better performing recruitment marketing campaigns.



## CREATING AND MANAGING COMMUNITIES



**About you**

First name \*

Last name \*

Primary / mobile phone \*

Email \*

Website / portfolio

Current location \* 

- Newall Green North West England
- Normanton England, United Kingdom
- North Featherstone England, United Kingdom
- Islington England, United Kingdom
- Barnsbury England, United Kingdom

Built by  using 

**Education**

Degree / diploma

**Professional experience**

Professional experience

Organisation name

**Additional information**

In which country do you currently reside? \*

If US, which state do you currently live in?

Which of our office locations are you most interested in? \*

Are you currently, or have you previously, been employed by Commvault? \*

Which of the below statements best describes your current situation? \*

Which team are you most interested in learning more about? \*

What is your current job level? \*

**Upload your Resumé**

Or click the button below and find it on your computer.

LinkedIn

Facebook

GitHub

Google

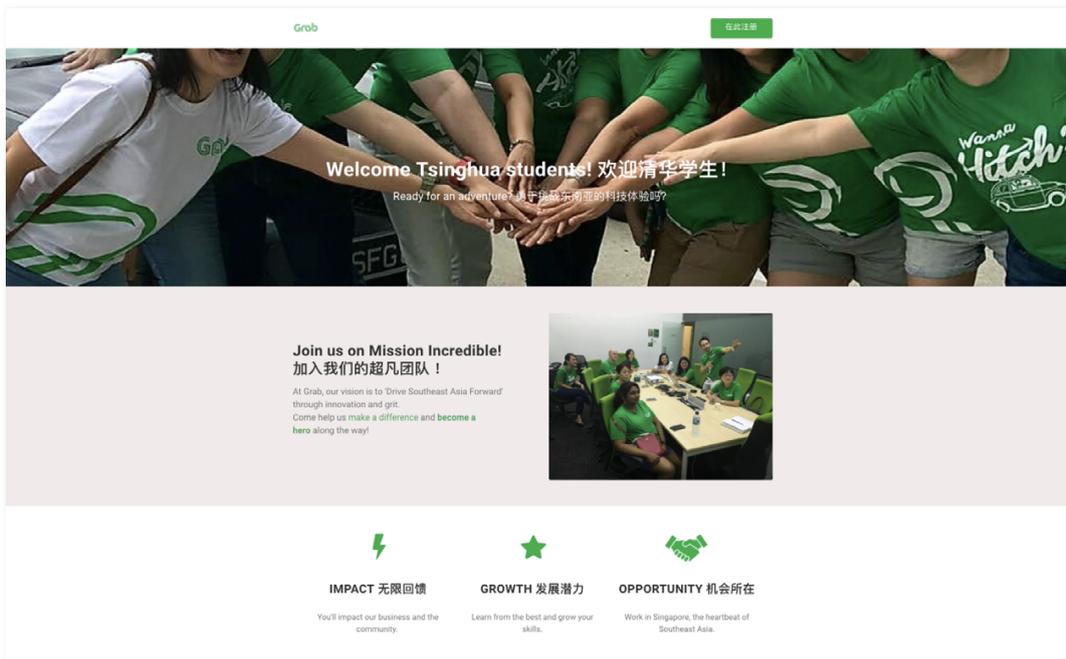
Candidate re-engagement form from Commvault.



## Addressing new graduates

Students and recent graduates need to be approached differently from the rest of the talent market. They look for specific information that only applies to candidates at the start of their career.

Personalized pages and forms can be used to support emerging talent hiring initiatives. Set up pages promoting campus recruiting events, for example, or internship programmes, and send them directly to relevant prospects via a campaign. Set up forms to collect student or young graduate information to then follow up with highly targeted nurture campaigns.



Grab using a dedicated landing page to directly target graduates from Tsinghua University.

## CREATING AND MANAGING COMMUNITIES



**Dare to [Lead].**

VMware Sales Academy is a global development program for top university graduates who aspire to become the next generation of VMware leaders, sales professionals, and technical pioneers. The program's innovative and immersive training approach is proven to provide the skills, knowledge and mentorship needed for a successful career.

**Three tracks. One Path to Success.**

VMware Sales Academy provides you with training from three distinct areas of our sales organization and direct access to exceptional mentors and opportunities to broaden your experience.



**Inside Sales**

Drive new business and client relationships and manage accounts with field sales executives.



**Systems Engineering**

Help customers design VMware software solutions to address business challenges.



**Professional Services**

Ensure VMware customers are successfully implementing their VMware business plans from adoption to a fully functioning virtualized datacenter.

**VMware New Graduate Life**

We are seeking bold, inventive and extraordinary individuals who are looking to expand their skills and build relationships with the best and brightest in the business. Use your drive and passion to challenge the status quo and dare to make new discoveries that will create a better tomorrow for everyone.



*VMware's Leadership program targeted at recent graduates.*

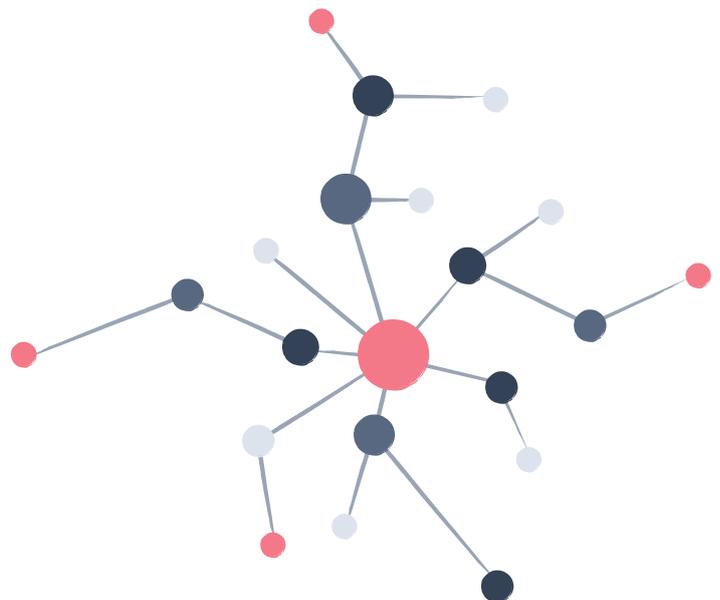


## *Building and nurturing Alumni and internal networks*

Personalized pages and information forms are a great way of staying in touch with previous employees who may later return to the organisation, or otherwise act as an ambassador for its employer brand by promoting events and vacancies, and sharing useful information with relevant audiences within their own personal networks.

Returning employees, or 'Boomerang Employees', can be interns returning for contract work, or expatriate employees moving back to the home country after a while at another company, for example. Both are examples of specific communities that could benefit from a network and be nurtured until they decide to come back.

Even if these target alums never come back, their positive attitude towards the company helps promote its employer brand. It is therefore important to give them a dedicated landing page that keeps them engaged in the company life, and that they can easily refer to when they need to catch up with company news. The page could offer information such as job opportunities, events, information about company initiatives, or simply interesting company news to help build general awareness.



**beamery** Join the Beamery Alumni Network!

## Welcome to the Beamery Alumni Network

This page is a place for former Beamsters all over the world to re-connect, stay informed of all the latest Beamery news and opportunities and access exclusive content and event invitations.

### London Hinthunt reunion

Last Friday saw us welcome over 70 BeamTeam Alumni members to London to take part in a gruelling HintHunt escape game..

Team Covfete comprised of Kent Mcclymont, Meaghan Li, Craig Brown, Carlene Kuschke and Leandro Lourenco were the victorious winners in a time of 1.10. Following closely behind were RomsRomans and the unimaginatively named Dream Team.

**covfete** 01:10  
**HINTHUNT LONDON**

### Upcoming Alumni Events

#### Cheese and Wine Night - London 28th November

Think you know your Beajoulais from your Barolo and your Gruyere from your Gouda? Come and join us for our annual cheese and wine tasting evening.

What better way to catch up with old friends?

From 6.30pm  
The Hoop and Grapes - Clerkenwell>

Sign up [here](#). Places are limited so will be allocated on a first come, first served basis.

#### Hackathon - San Francisco - 8th December

Bring a friend and get your inner geek on in our December meet up. You can enter a tribe of up to 6 people and have 5 hours to deliver a project set on the night.

Prizes up for grabs include a weekend wine tasting in Napa Valley, and the new iPhone X.

From 5pm in the SF office.

Click on the link to register your [team](#).

#### An evening with Nate Walker - Singapore - 15th January

We're pleased to welcome back a Beamery favourite - our former VP Marketing APAC - Nate Walker who will be sharing what he has been up to over the past 2 years since leaving Beamery and setting up [www.squibble.com](#) and how his time as a BeamTeam member prepared him for life at the top of his own e-commerce empire.

This promises to be a fun and informative evening. Pizza and beers will be provided.

From 5pm. Sign up [here](#).

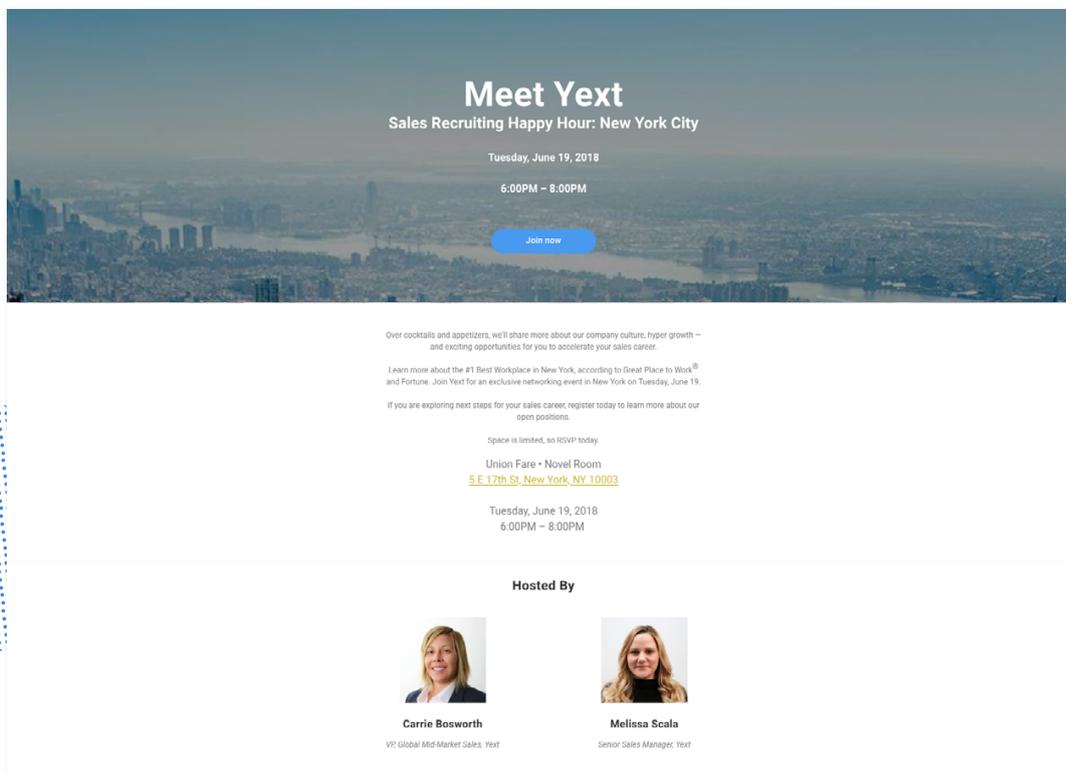
Beamery's Alumni Network landing page.

# Sharing information on specific events or opportunities

## *Promoting recruiting events*

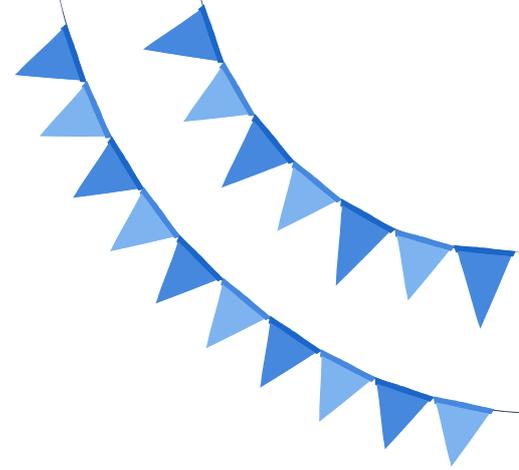
Creating landing pages for specific career events and custom built sign-up forms is a straightforward matter with personalized pages and information forms.

- A custom, branded landing page for each event enables more powerful promotion ahead of the event.
- Sign-up forms make it easier to capture the right candidate data on attendees and talent pools ahead of the event, as signed-up attendees can automatically be added to a pool or a multi-touch nurture program, containing event reminders and follow-ups, or content related to the subject of the event.
- Sign-up forms can also be used on iPads/ laptops at the event itself to capture last-minute attendee data.



*Yext use landing pages to arrange meetups for top talent.*

SHARING INFORMATION ON SPECIFIC EVENTS OR OPPORTUNITIES



**vmware**



### VMware CodeHouse

Join us at VMware's CodeHouse for an unrivaled technical experience in the heart of Silicon Valley. You will join a team of likeminded female students ready to make an impact and tackle a technical challenge that will give back to the community. During our multi-day event, you will experience VMware's 100-acre campus, network with industry leaders and exchange your ideas with top technical minds.

**Eligibility**  
Female students pursuing a Bachelor's, Master's, or PhD degree in Computer Science or Computer Engineering

**Experience**  
Invitation only, multi-day, all-expense paid coding experience for female students hosted at an executive home in the heart of Silicon Valley.

**Apply**  
VMware CodeHouse 2018 applicants will be notified by June 1st, 2018 of the status of their application.

**Dare to be [unique]**

VMware offers cutting-edge cloud infrastructure and security services to companies of all shapes and sizes. Our world is all about technology. And that world is growing because the imagination, ingenuity and talent of our teams knows no bounds. We believe that creativity sparks innovation and inspires our employees to think differently and change the world around them.

Are you ready to do the stuff you've always dreamed about? Then we're ready for you.



VMware promoting a women's coding event in Palo Alto, CA.

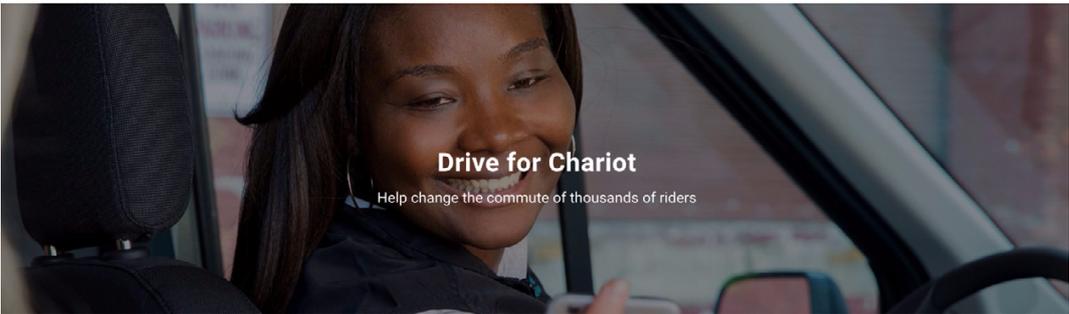


## Advertising and managing vacancies

Some vacancies and opportunities are only relevant to specific audiences, such as Talent Community members, graduates, or current employees. Personalized pages and information forms are especially helpful in these situations, letting you advertise directly to these audiences.

You can create simplified application and sign-up forms, enabling candidates to use existing social media logins and therefore reducing application drop-off rates.

**chariot** [Learn More About Chariot](#)



### About Chariot

Chariot is reinventing mass transit for commuters and companies with a fast, reliable, and comfortable service. Chariot Commuter route riders can reserve a seat and track their Chariot in real time, while our Enterprise routes provide private commuter transportation services for companies of all sizes. Enterprise chariots are WiFi-enabled and allow for flexible work options. Chariot Charters Division provides private transportation services for group outings to wineries, breweries, weddings, concerts, and a variety of other events and adventures.

Our employee drivers ("Charioteers") provide a memorable customer experience. The ideal Charioteer enjoys working with people, has excellent interpersonal skills, and has experience providing guest services to customers in a hospitality setting. Chariot is now part of Ford Smart Mobility – join our growing team!

**OPEN POSITIONS - Click Links Below to Apply!**

- [Austin TX - Full Time](#)
- [Austin TX - Part Time](#)
- [Austin TX - Flex/Weekends](#)
- [Chicago - Professional Driver](#)
- [Columbus OH - Full Time and Part Time](#)
- [Detroit MI - Full Time and Part Time](#)
- [Denver - Professional Driver](#)
- [Lake Tahoe, CA - Professional Driver \(Temporary 3-4 months\)](#)
- [London UK - Shift Lead](#)
- [New York NY - Full Time](#)
- [New York NY - Part Time](#)
- [New York NY - Flex/Weekends](#)
- [San Francisco CA - Full Time and Part Time](#)
- [Seattle WA - Full Time and Part Time](#)



Chariot uses Beamery to list vacancies across a number of U.S. cities.

**Balfour Beatty** I'm interested

[All Jobs](#) / Graduate Civil Engineer - 2018 - UK9361

### Graduate Civil Engineer - 2018 - UK9361

CENTRAL SCOTLAND, CUMBRIA, EAST ANGLIA, MIDLANDS, NORTH EAST, NORTH WALES, SOUTH EAST, SOUTH WEST, YORKSHIRE - FULL TIME

#### Graduate Civil Engineer - UK Wide 2018

**Who we are:**

We are an international infrastructure group providing innovative and efficient infrastructure that underpins our daily lives, supports communities and enables growth. We finance, develop, build and maintain complex infrastructure such as transportation, power and utility systems and social and commercial buildings. Each year we seek the best Graduates to come and join our ever changing business.

**About the programme:**

Our Civil Engineering Graduates follow a training programme as part of our accredited ICE scheme, geared towards you achieving Chartered Engineer status. Depending on project requirements, you could be site, office based or both.

You'll have visibility in key areas of our business – these could include design, operations, safety and commercial and you'll soon appreciate the important role of engineering innovation. Our aim is to develop your technical and leadership skills to help you reach your full potential whilst being exposed to practical engineering with a clear focus on site experience. As your programme progresses you will have increased responsibility in the supervision of specialist contractors, construction workforce and will take the lead for solving technical problems. Throughout you will ensure compliance with our Health and Safety agenda and aspire to a site, construction or project management career.

The Balfour Beatty Graduate scheme lasts for two years; you will follow a development programme that will equip you with the skills needed to become a business leader of the future. Throughout the two years, you'll be supported by your line manager and have the opportunity to attend graduate-based events, where you will work with your peers, develop interpersonal skills and share best practice. You will join a graduate cohort and be assigned Business Improvement and Corporate Social Responsibility Projects that can affect the way we work as a business.

*A graduate job posting by Balfour Beatty, published directly to Beamery Pages from the Beamery CRM module.*

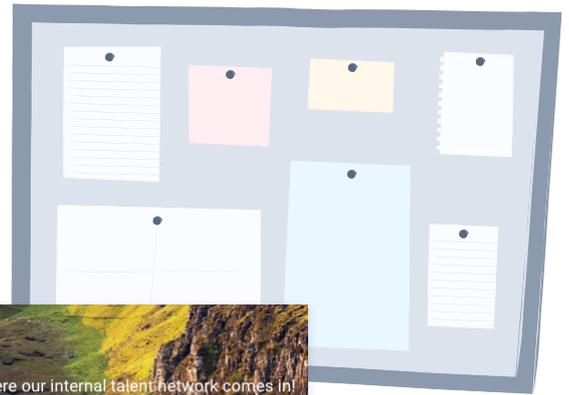
## Communicating internally with employees

Some organisations also use personalized pages and forms to communicate important company news and events to employees in a richer and more engaging way, helping promote the company's employer brand internally as well as externally.

The screenshot shows an internal landing page for Balfour Beatty. At the top left is the 'beamery' logo, and at the top right is a 'Join now' button. The main header features the text 'MORE DIRECTION' in large, bold letters over a background image of a construction site. Below this, the page is divided into three main sections:

- Resourcing is Transforming**: This section includes a sub-header, a paragraph about the company's strategy, and a mission statement. To the right is a photograph of a bridge under construction.
- What we want to achieve**: This section lists six key aspirations for the transformation, such as 'To have a world class Resourcing Process' and 'To be able to effect a higher number of internal hires'.
- How we'll get there**: This section explains that the strategy is underpinned by three core building blocks: 'Furnish' (to lead the industry in acquiring the best talent), 'Build' (to provide an expert and value added function), and 'Foundations' (to deliver the basics of recruitment reliably every time).

Balfour Beatty internal landing page.



### What is our internal network?

Pendulum is committed to keeping every single person who joins the company. We hired you for a reason: we think you're amazing. But the moment comes when we consider a new opportunity or challenge. And we want to provide that for you.

We have special programmes specifically designed for #TeamPendulum to help people move into new careers including education, skills training and mentoring. We also provide relocation packages if you move to another Pendulum office. Yup, we want to know if you would like to work for one of our global teams!



If you're interested, sign up to our internal talent network by [clicking here](#)

### The opportunity



#### Training

We will invest in your training by offering access to accredited external courses and training programmes,



#### Mentorship

Making a change can be daunting. We will give you a mentor who can give you the advice a place to talk about



#### Relocation

You may move to one of our global offices. Exciting but also scary. We offer all the help you need, including

*Example of an internal landing page dedicated to internal mobility.*

## Facilitating referrals

Referrals are a valuable source of excellent candidates, as current employees have a good sense of the kind of individuals who will fit right in with their company.

By using a modern form builder, it is possible to create an effortless referral workflow that encourages employees to refer their friends, family and personal network.

- Create bespoke sign-up forms with unique URLs for each employee. Candidates will use the forms to sign up to Talent Communities.
- Launch an internal campaign incentivizing employees to each share their own custom URL with their personal networks on the channel of their choice. It can be LinkedIn, Facebook, emails or texts.
- Candidates then click on the bespoke URL, see a welcome message on the page, and sign up.

It is possible from that point to send various campaigns to these candidates, including personalized welcome emails, or campaigns related to a subject of interest based on the information in their sign-up form.

It is also possible to report on the performances of each employee as they are using unique URLs, making it extremely simple to organize referral competitions or to reward each employee for hires that they helped achieve.





**Balfour Beatty** I want to be a Talent Champion!



### Become a Balfour Beatty Talent Champion

An opportunity to take a step beyond your current role; supporting us to build teams delivering some of the most complex projects within the construction industry while you learn, connect and network within the industry

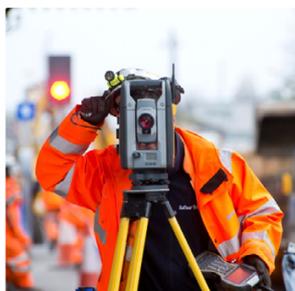
**You're part of something unique**  
It's an exciting time to be part of the Construction industry. Your work connects communities, shapes the built environment and combats the challenges of modern day infrastructure.

Now you have the chance to build your own teams, encouraging other talented people in your network to be part of this construction evolution by joining us and supporting the work we do across the UK day in, day out.



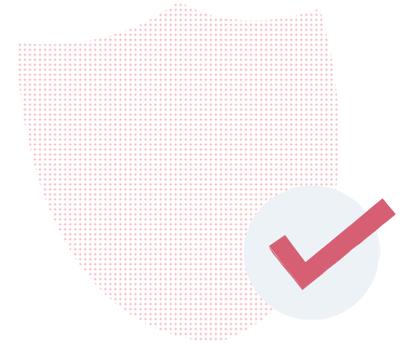
**Sharing your passion, raising your profile!**  
You've been invited to be a Talent Champion because of your obvious enthusiasm and passion for what you do - we'd love you to share that!

Simple things such as "liking" and "sharing" updates on social media will enhance your individual profile within your own and wider networks. You'll be driving conversation within the commercial community, promoting yourself as a thought leader amongst your peers.



*Balfour Beatty using landing pages to galvanise current employees and generate talent referrals.*





# Ensuring compliance

Today's complex regulatory environment requires companies to adhere to best practices regarding privacy and handling of candidate data. The creation of legislation like the GDPR means that many recruiting teams have to quickly conform to a number of data management good practices, such as collecting and tracking consent, or ensuring not data is irresponsibly collected or shared within the organization.

Modern form builders can provide a quick and reliable answer to these requirements, not only by making it simple to collect and consent information from candidates, but also by collecting sensitive information in a controlled environment, where access permissions can be scrupulously managed to ensure candidates' privacy is protected as much as possible.

zalando Already a member? Sign In

### Find your Play at Zalando

At Zalando, we take play and your data very seriously.  
How would you like to connect with us? Choose your preferred option below.  
You can change your preferences and opt-out of receiving information from us at any time.

#### Sign Up

LinkedIn	Connect
Facebook	Connect
GitHub	Connect
Google	Connect

[Sign up using your e-mail address](#)

*Zalando's consent collection forms.*



 GitHub Connect

 Google Connect

  
**Upload your Resumé**  
Or click the button below and find it on your computer.

**Choose File**

### Additional information

What are your areas of expertise?

- Accounting
- FP&A
- Business Improvement
- Controlling
- M&A / Investment
- Finance

Would you be willing to relocate?

What is your seniority level?

### Data protection

As part of the EU General Data Protection Regulations, before we can consider your submission and send you information, we need you to confirm that you're happy for us to contact you and process your data.

*We always treat your personal information with great care. To help match you to the most suitable roles, we may automatically make decisions based on your personal information. We may also enrich your personal information with a variety of public sources. To learn more, please see our [Privacy Policy](#) and information about our [Data Enrichment](#) below.*

Yes, I am happy for Zalando to contact me by e-mail about suitable opportunities and with relevant information that will help me in my career. \*

[Privacy Policy](#) [Data Enrichment](#)

**Submit**

Additional data collection forms from Zalando with a consent tick box.

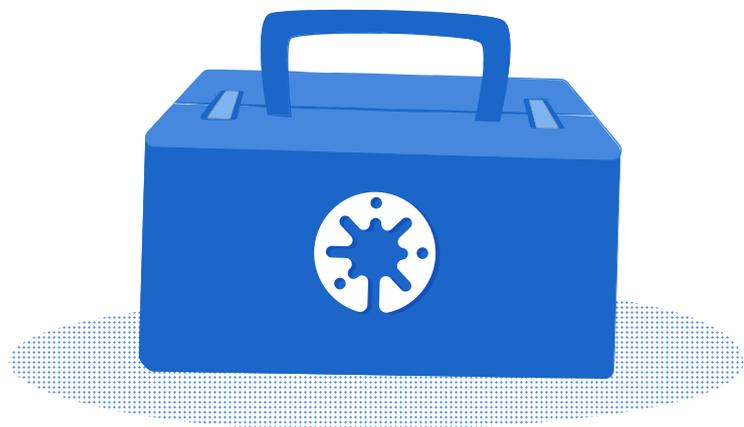


# The Beamery toolkit: Pages, Forms, and Recipes

Beamery Pages and Forms are versatile block-building tools that recruiters can use to assemble personalized landing pages and forms in minutes. They also come with an added layer of automation called Recipes, which recruiters can use to set up a wide range of automated tasks while screening, triaging or contacting candidates.

Recipes can be used to build fully automated nurture programs or application management journeys. Together with Pages and Forms, they make it possible to direct a high-potential candidate to a specific recruiter based on an answer in a form, for example, or to assign them to a pre-established email nurture program. It then becomes easier to prioritize top prospects without sacrificing the quality of the experience for other candidates, therefore preserving the employer brand.

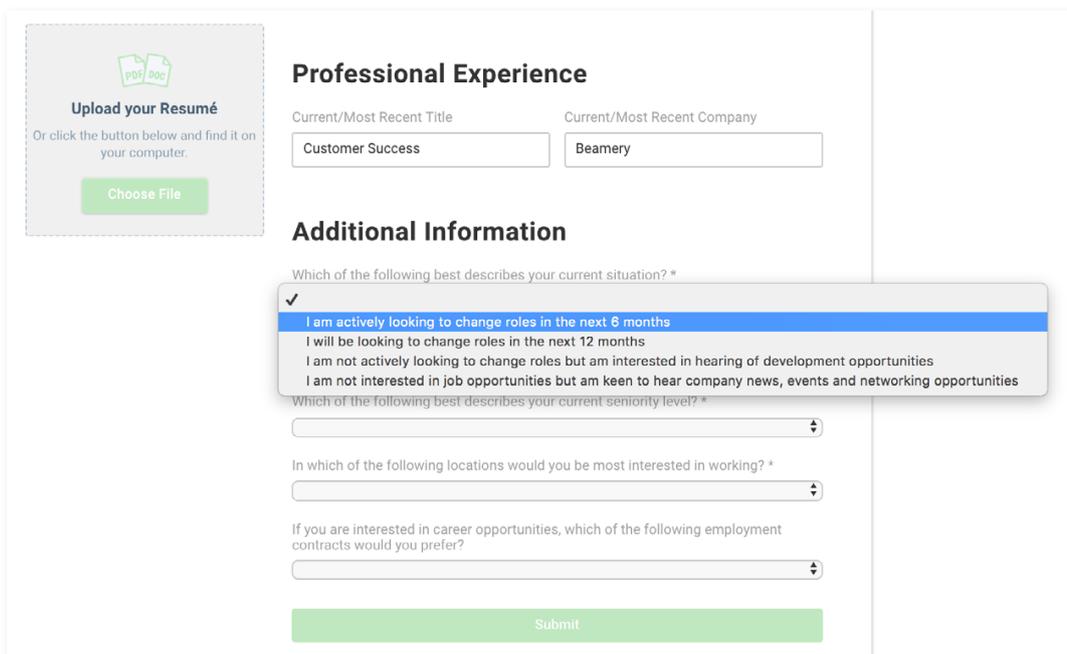
These powerful automated workflows make recruiters' work more impactful in many ways, for example by maintaining data integrity, saving time on manual tasks, nurturing candidates, identifying and prioritizing relevant talent, and seamlessly managing candidates through the recruiting process.



Below is a detailed use case where Recipes and Forms have been combined to prioritize Talent Community subscribers in different ways.

### Step 1

A candidate submits a form when registering to a Talent Community, and indicates that they are actively looking to change roles in the next 6 months.



The screenshot shows a registration form with the following sections:

- Upload your Resumé**: Includes a 'Choose File' button and instructions to click the button and find the file on the computer.
- Professional Experience**: Two input fields. The first is labeled 'Current/Most Recent Title' and contains 'Customer Success'. The second is labeled 'Current/Most Recent Company' and contains 'Beamery'.
- Additional Information**:
  - Question: 'Which of the following best describes your current situation? \*'. A dropdown menu is open, showing four options: 'I am actively looking to change roles in the next 6 months' (selected with a checkmark), 'I will be looking to change roles in the next 12 months', 'I am not actively looking to change roles but am interested in hearing of development opportunities', and 'I am not interested in job opportunities but am keen to hear company news, events and networking opportunities'.
  - Question: 'Which of the following best describes your current seniority level? \*'. A dropdown menu is open.
  - Question: 'In which of the following locations would you be most interested in working? \*'. A dropdown menu is open.
  - Question: 'If you are interested in career opportunities, which of the following employment contracts would you prefer?'. A dropdown menu is open.
- Submit**: A green button at the bottom of the form.

## Step 2

A recipe triggers so that any time any candidate selects that answer, their status is automatically updated to 'Candidate ready for next live role'. Recruiters can then filter their database for candidates with this status to display those who are interested in hearing about opportunities.

Finance Talent Community registration thanks email

TRIGGERS

When contact has joined via ... and Talent C... Whic... submitted

CUSTOMER CARE

Design & Garment Technology

Finance & Controlling

Legal & People

Logistics & Supply Chain

FILTERS

You don't have any filters

+ Add Filter

ACTIONS

Then	add to Pool	Refer a friend form - Finance a...	
AND			
Then	add to campaign	Finance Talent pool welcome	Remove
AND			
Then	assign to User	Vicki Thacker	Remove
AND			
Then	add Global Tag	Dept - Finance	Remove

+ Add Action

Cancel Save

### Step 3

Candidate says that they are interested in permanent Finance and Controlling roles at a Team Leader level within the Dublin area.



**Upload your Resumé**  
Or click the button below and find it on your computer.

Choose File

### Professional Experience

Current/Most Recent Title:

Current/Most Recent Company:

### Additional Information

Which of the following best describes your current situation? \*

Which of the following departments would you be most interested in hearing about? \*

Which of the following best describes your current seniority level? \*

In which of the following locations would you be most interested in working? \*

If you are interested in career opportunities, which of the following employment contracts would you prefer?

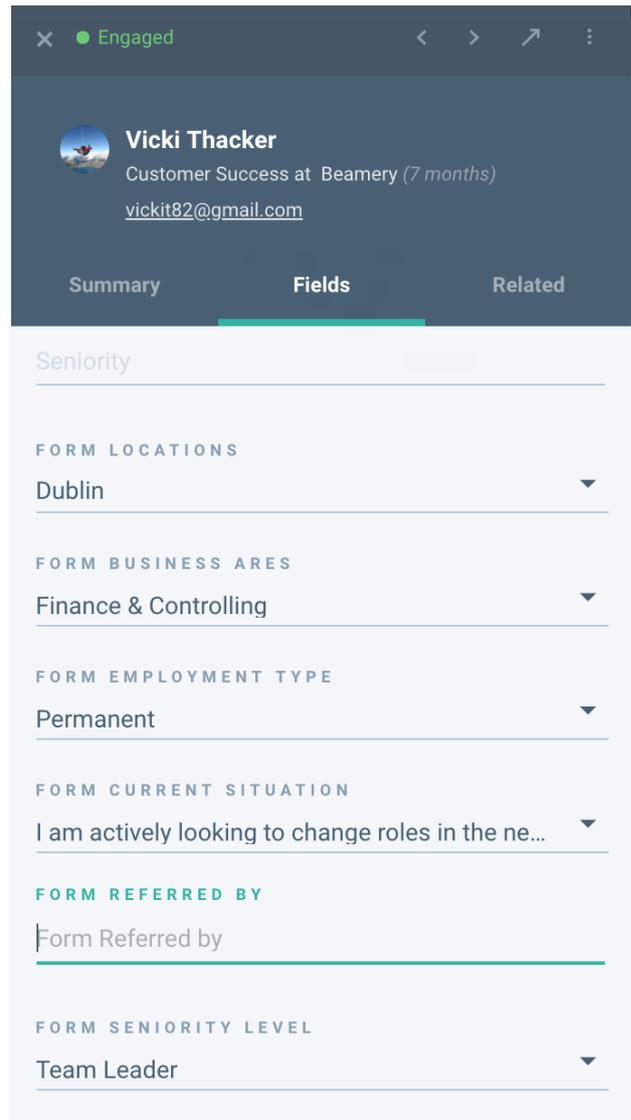
Submit

### Step 4

This information is automatically captured on their contact profile and made searchable.

### Step 5

A recipe is set up so that any time a candidate expresses an interest in the finance and controlling department, they are automatically added to the “Finance and Controlling” talent pool, coded with the ‘Dept - Finance’ global tag and assigned to the relevant recruiter. They will also automatically receive an acknowledgement email welcoming them to the finance talent community and sharing any relevant news and content.



## THE BEAMERY TOOLKIT: PAGES, FORMS, AND RECIPES

Finance Talent Community registration thanks email

TRIGGERS

When contact has joined via ... and Talent C... Whic... submitted

FILTERS

You don't have any filters

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AND			
Then	assign to User	Vicki Thacker	Remove
AND			
Then	add Global Tag	Dept - Finance	Remove

+ Add Action

Cancel Save

### Recipe for candidates in the Finance and Controlling pool

Hi Vicki

Thanks so much for taking the time to sign up for the Beamery Finance talent community. We are always keen to stay in touch with talented individuals in this space so are excited to get to know you.

As a member of our talent community you will get access to the latest career opportunities within our global finance teams, updates on the latest Beamery news, and exclusive careers and networking events.

In the meantime, you can check out this [interview with Jack Davies](#), our Finance Director, providing an insight into the department and what makes working at Beamery special.

Kind regards

Vicki Thacker

Lead Finance Recruitment Partner

### Automated welcome email received at registration



As personalized pages and forms can be customized to share and collect all types of information, there are virtually endless possible workflows that can be set up with an added layer of automation.

We found that Beamery's users are continuously coming up with great ways to use the functionalities of their CRM and Recruitment Marketing platform, and are happy to share them with the broader recruiting community to help more companies create outstanding experiences for their candidates.

Whether or not you are currently a Beamery user, we are also happy to explore with you what you can do with Pages, Forms and Recipes outside of the use cases mentioned in this ebook. So if you have any questions, please reach out to the Beamery Customer Success team - we are excited to be involved.



# About Beamery

Beamery is the new standard in Recruitment CRM and Marketing software trusted by many of the world's leading brands, including Facebook, VMware, and Balfour Beatty. We enable companies to proactively source and engage potential candidates, build pipelines of talent, and leverage data intelligence and automation to create a great candidate experience.

We offer world class engineering, technology innovation, a customer-centric services organization, and a Software-as-a-Service (SaaS) application that is accessed by your entire recruiting team. Founded in 2013, Beamery has offices in London, Austin and San Francisco.

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