

Candidate Experience in 2025: *what really matters*

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Account Executive



What we'll cover

- 1 Attracting talent with an authentic and personalized EVP
- 2 Must-haves for every stage of your candidate journey
- 3 Using AI and automation to drive efficiencies, whilst retaining a human centric approach
- 4 Turning to insights to optimize the experience



A large, stylized number '1' in a medium blue color, positioned on the left side of the slide. It has a rounded top and a thick, solid base.

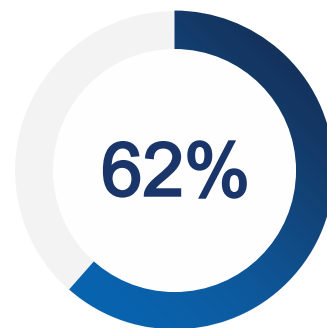
Stage:

Pre-apply

Pre-apply: What matters to candidates?

- ☑ Aligned organizational mission and values
- ⚙️ DEI, social, environment, well-being and purpose-based work
- 😊 Flexible work arrangements and work/life balance
- ✦ Rewards and benefits
- 🚶 Development, future career opportunities and internal mobility

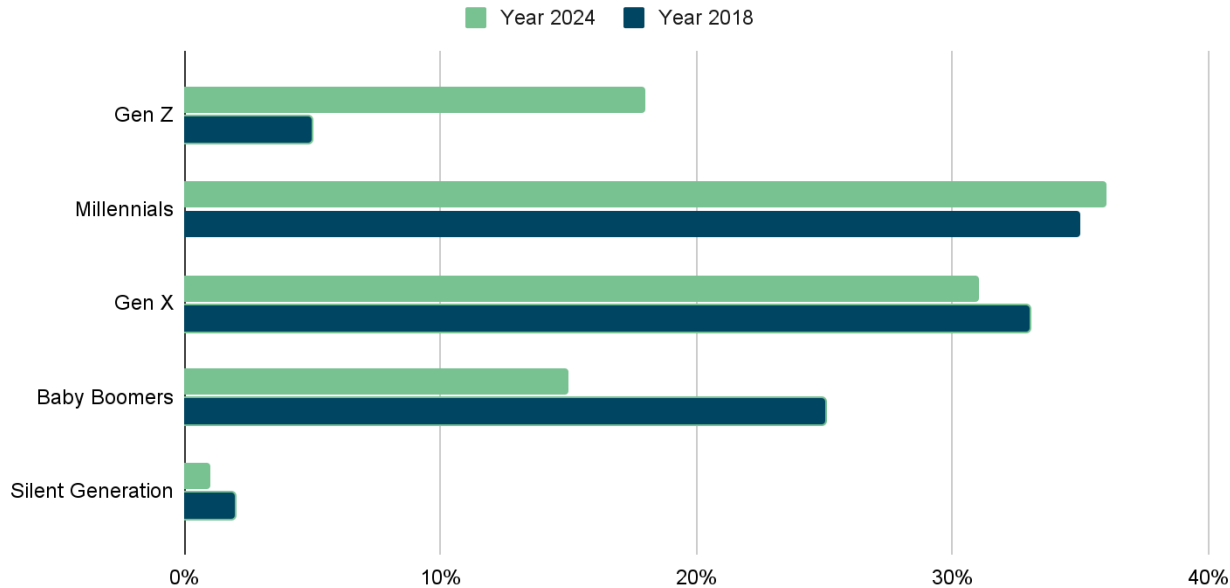
Candidates



only apply for jobs that meet the majority of their EVP requirements

Source: Gartner











Generational shift in labor force



of workforce will be
made up of Gen Z
by 2030

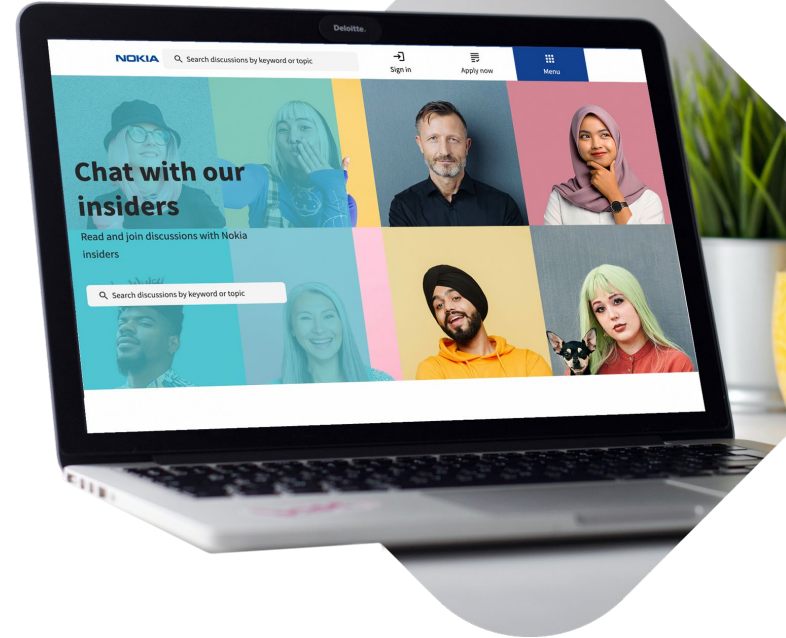
Source: U.S. Department of Labor

Understanding generational preferences

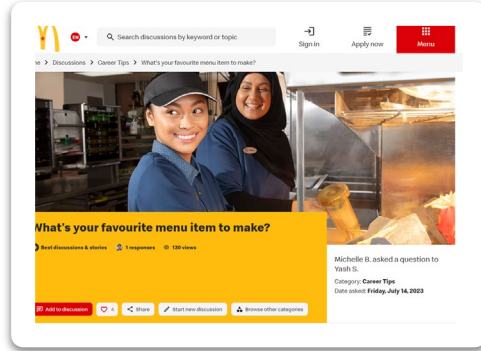
| GENERATION |  Traditionalists |  Baby Boomer |  Generation X |  Millennials |  Generation Z |
|--|---|---|--|---|--|
|  Born | 1928 - 1945 | 1946 - 1964 | 1965 - 1980 | 1981 - 1996 | 1997 - 2012 |
|  Communication | Formal Hand written notes | Phone calls In person meetings | Email, LinkedIn In person meetings | Email, LinkedIn Instant messaging | Social Media Instant messaging |
|  Characteristics | Loyal, reliable, tactful | Hard working, motivated, team orientated | Independent, flexible, entrepreneurial | Efficient, innovative, goal orientated | Tech-savvy, innovative, adaptive to change |
|  Motivated by | Respect | Team Work | Work-life Balance | Responsibility | Creativity |
|  Value | Stability, recognition, respect | Job security, mentorship, meaningful work | Leadership opportunities, recognition, flexibility | Career development, diversity, sustainability, culture | Purpose-driven work, wellbeing, innovation |

How to build a scalable employer brand

- Authentic content is crucial to creating a strong employer brand
- Leverage AI and automation technology that delivers personalization
- Streamline content creation and communications with AI
- Build trust with employee advocacy
- Example: 'Always on' Q&A platform



Industry leaders leveraging employee advocacy

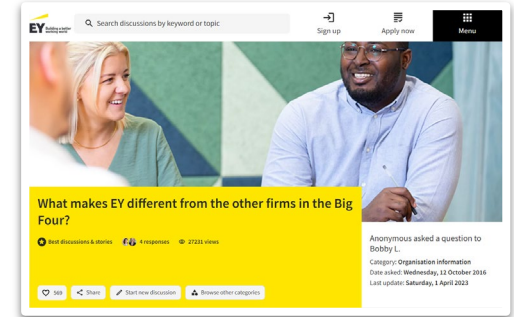


2300

users on the platform in first 1.5months

20%

of users click apply



29,000+

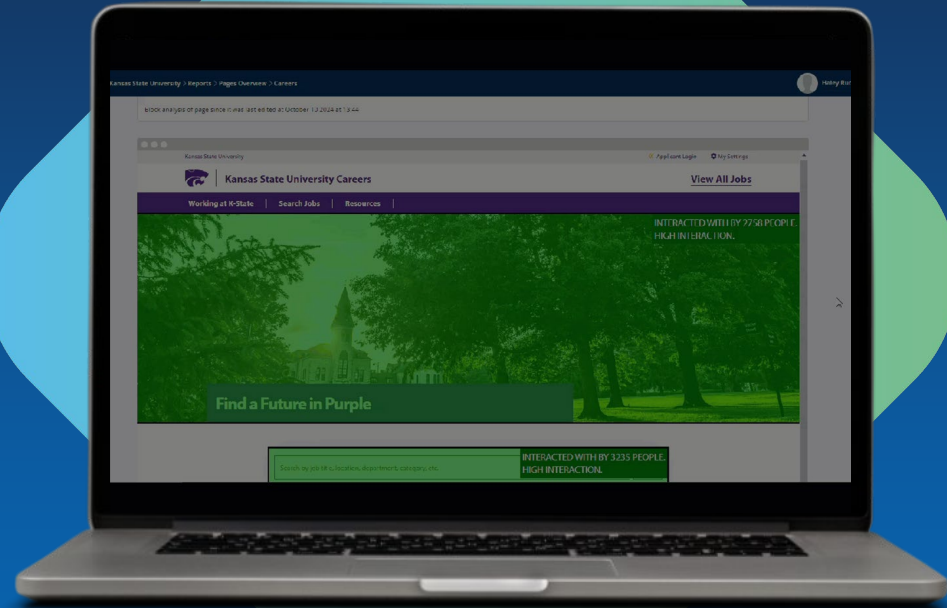
views on a top discussion

78%

of early career hires used the platform

Analyzing effectiveness of candidate engagement

- Candidate marketing analytics
- Behavioral analytics of site visitors - content, videos, blogs, traffic, search terms
- Benchmark sourcing effectiveness
- Optimize conversions from interest to application



A large, stylized blue number '2' is positioned on the left side of the slide, partially cut off by the edge.

Stage:

Job Search

Job search: What matters to candidates?

Major frustrations

Incomplete job descriptions **#1**

Limited search filters **#2**

Unclear call to action **#3**

Positive experience

Easy job search and career site navigation

Seamless search to apply within career site

Clear job descriptions

Top 5 most important search categories for jobseekers



Location



Keywords search



Salary



Job type



Experience level

Optimizing job advertisements

Show what candidates want to see

- State specific job and eligibility requirements
- Use a recognizable job title
- Outline documents needed to apply



Mobile
friendly



Embrace
video



Tailor
content

University Safety Operations Manager

Apply Now

- 501038
- Savannah, Georgia, United States
- University Safety
- Hospitality and Operations
- Full-time
- Staff

[★ Add To Favorites](#) [★ View Favorites](#)

The University Safety Operations Manager is responsible for the oversight and supervision of multiple University Safety Operations Specialists and the Savannah Safety Operations Center (SSOC). The University Safety Operations Manager continually manages the SSOC operations, the employees working within the SSOC, and additionally provides on-duty operational oversight for the university as it relates to the private security contractor for the SCAD campus in Savannah, Georgia.

Minimum Qualifications:

- 2+ years of related management experience in security/ safety, law enforcement, or military preferred.
- Event planning and crisis management experience preferred
- Experience interfacing and collaborating with peers, law enforcement and emergency services components preferred
- Excellent interpersonal, communication, and presentation skills
- Ability to think critically and quickly, assess evolving situations, identify root cause to problems, and adjust plans to ensure success

Certificates, licenses and registrations: Drivers license

Work Hours: As noted in the Employment Agreement.

ADA Tag: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



Sign up for job alerts

We will match your interests to opportunities as soon as they become available.

First name (required) Last name (required)

Email (required)

Areas of interest

Hospitality and Operations

Submit



Share this opportunity with a friend

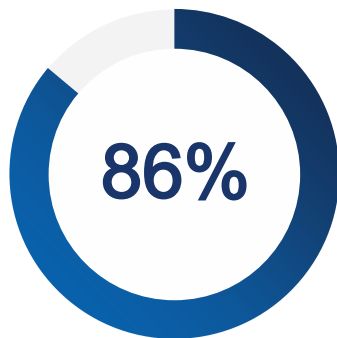
Compensation transparency

What are the most important things for jobseekers?

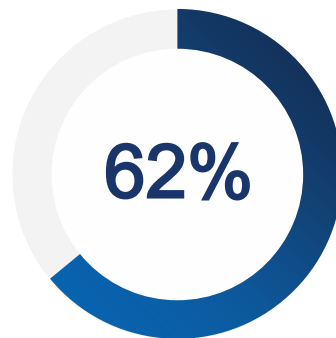
1 Generous compensation

2 Flexible work

3 Job security



of Americans think a job advertisement should note the salary for the role

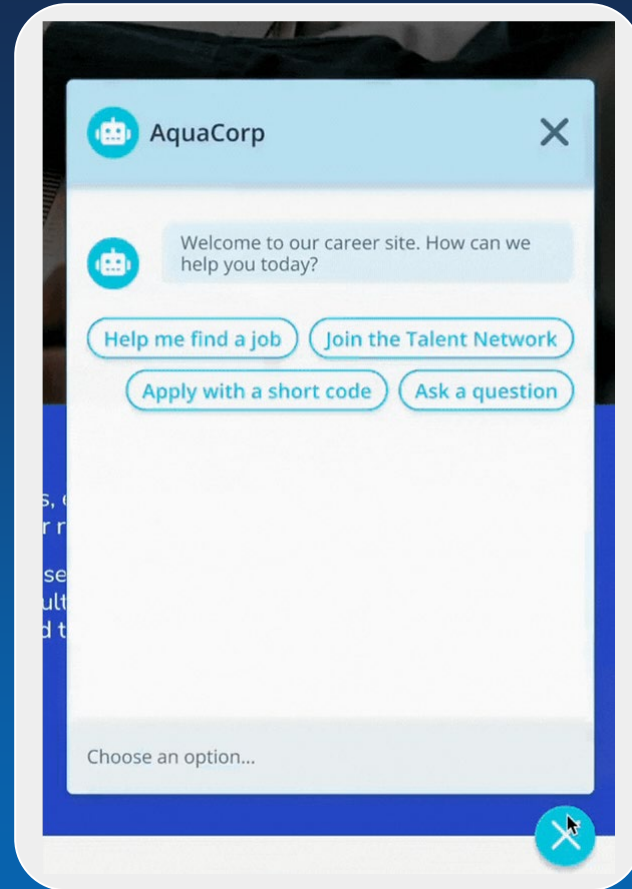


of people would still apply, but younger people are more likely to be deterred if the salary isn't listed

Source: Korn Ferry

AI Chatbot Assistant

- Streamline candidate engagement
- Drive efficiencies and reduce manual 'admin'
- Provide candidates with answers 24/7
- Engage Gen Z and digital natives



3

Stage:

Application

Application: What matters to candidates today?

Highlight what candidates want to see

- Clear requirements for documents needed
- Limit screening questions
- Don't ask for reference details (yet)
- Allow candidates to demonstrate skills



Mobile
friendly



Auto-fill &
social logins



Automate
communications

Apply now

Fill out the form below and upload your resume to start your application for the position of University Safety Operations Manager.

First name (required) Last name (required)

Email (required)

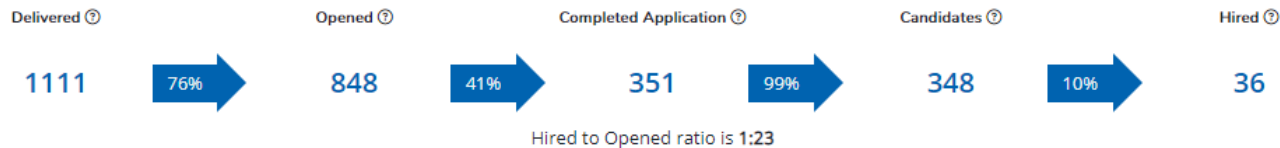
Upload a resume

Choose file No file chosen

[Start Your Application](#)

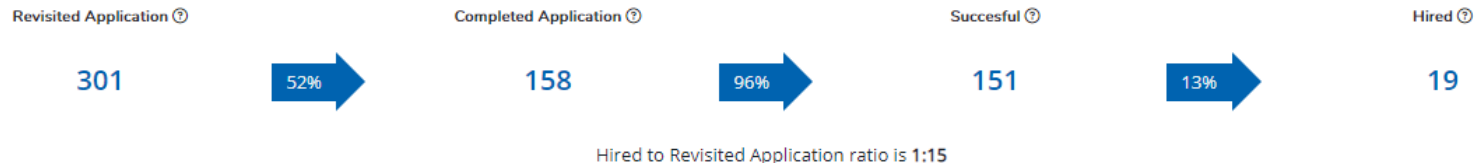
Improve application conversions

Workflow emails funnel



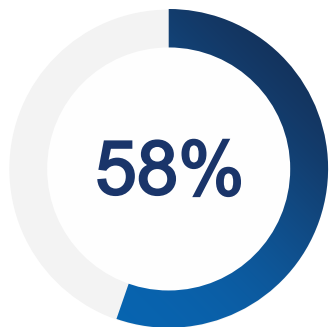
Revisited applications funnel

This funnel illustrates how clicking on the "Revisited applications" links in workflow emails, influences application drop off and quality of hire



AI in the application and screening process

Jobseekers & AI

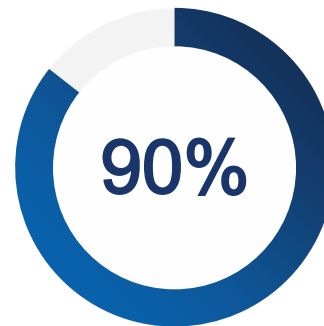


are using AI tools to assist with their ongoing job search



Set your expectations surrounding AI use

Recruiters & AI



are using AI tools to assist with their ongoing job search



Be transparent about AI use in hiring process

Managing high -volume applicants



Resume Screening

Search using skills-based keywords or phrases



Candidate Matching

Match using skills-based keywords or phrases



Pre-screening assessments

Analyse the candidate's technical and soft skills

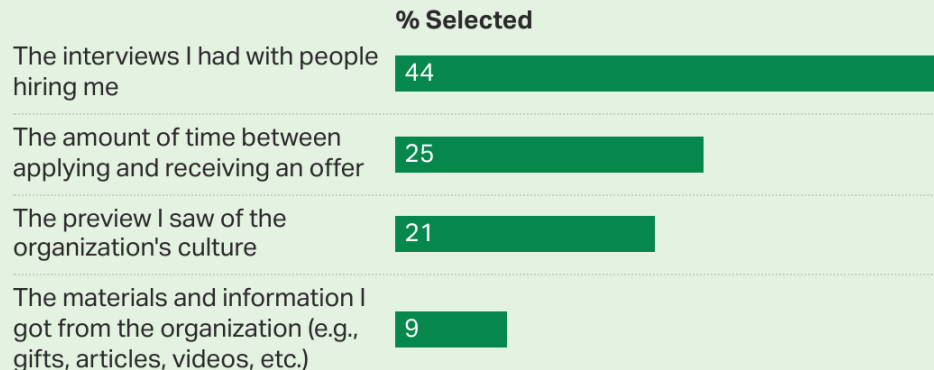
Stage:

Interview

Interview: What matters to candidates today?

A Strong Interview Process Remains the Most Influential Driver of Job Acceptances

Other than pay, which of the following had the greatest influence on your decision to accept the job offer for your current job?



WF Q4 2023, U.S. Employees; MOE: ±5 points. Results are among employees who had changed their job in the past 12 months.



Where to automate processes



Seamless
scheduling



Structured interviews
& assessments



Communicate &
set expectations



Offer constructive
feedback

5

Stage:

Offer

Optimizing offer acceptance

Average offer
acceptance

90%
across industries

Key takeaways...

- Clearly convey your culture, values and EVP
- Ensure your job ads accurately reflect the position
- Use technology to scale and drive efficiency
- Balance AI and human connection
- Measure effectiveness and ask for feedback

Scan to download our
latest candidate
experience report.



PageUp

Get in touch at pageuppeople.com