



talent
partners

Onboarding Guide

Creating your featured employer microsite

Let's build **something great** together

We're excited to position your brand within the candidate community and look forward to being able to incorporate your featured employer microsite into our search methodology to drive extremely high levels of engagement and buy-in throughout the process.

This guide will walk you through how we create featured employer microsites on your behalf, so you know exactly what to expect. We'll cover what we need from you to make your role, team, and company stand out as the top choice for 10x talent.

We'll need your input to help us create a site that truly captures everything that makes your company a great place to work. Don't worry; this checklist isn't designed to be taxing or exhaustive, and where certain assets don't exist, our team of internal designers and copywriters are on hand to provide workarounds. Outside of a few key branding elements, most of what we need can be covered on the initial briefing call for the role.



Branding checklist

We take representing your brand in the market seriously. Your featured employer microsite will be designed to feel completely on-brand. Here are a few items you could share with us to help accelerate the creation of the site at the start of the campaign:

- 🌱 **Your logo:** Please provide this in svg/.eps/.png format. If possible, provide color variations (color, white etc.) to suit a range of backgrounds.
- 🌱 **Your brand colors:** Please provide us with your brand color palette in HEX or RGB codes.
- 🌱 **Your fonts:** If you have a preferred brand font, please make us aware and we will incorporate it into the design.
- 🌱 **Your straplines:** If you have particular straplines or taglines you'd like us to be aware of please make these known to us.
- 🌱 **Your imagery:** If you have any internal photos, staff pictures or specific creative concepts you'd like to share with us then please do. It is not essential but it's nice to paint a picture of your environment and people.

If your marketing team already has a more substantial set of brand guidelines in place, please feel free to send those through separately to your Evergreen Talent Partners contact.



Content checklist

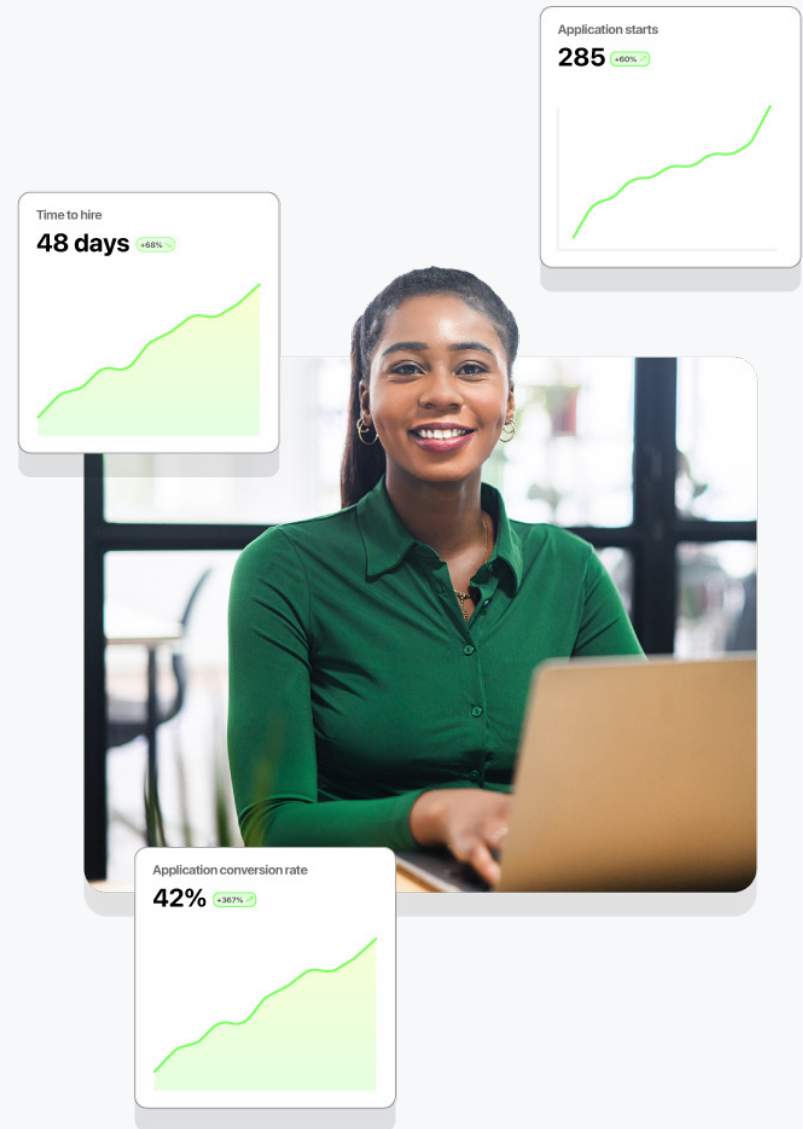
Great content gets candidates to lean in. We're already pulling key information from your website and public sources ahead of our first briefing call. Now, it's time to focus on the extra details—the ones that make your business the place to be. When combined, these details create the full picture of why 10x talent should be excited about working with you. Here are a few areas to think about:

- 🍃 **Message from the Hiring Manager/CEO:** A punchy 150-200 word intro from a senior leader that outlines why this role is important to the business, shares the vision for the business, and why it's an exciting time to join. .
- 🍃 **Employee Testimonial(s):** Choose internal high performers to write a few sentences around why they joined, the opportunities they've experienced, the career growth they've achieved, and what they are excited about going forward.
- 🍃 **Diversity & Inclusion:** Share any D&I statements, messages, or internal communities that showcase your commitment to an inclusive workplace.
- 🍃 **Mission/Vision Statement:** Send us your company mission and also don't be afraid to share department-level vision statements to get candidates excited about the journey.
- 🍃 **5 Reasons to Join:** Outline the top 5 reasons why candidates should join your team or company. Think about what typically gets candidates leaning forward in the recruitment process.
- 🍃 **Core Values:** If they're not already on your website, let us know your core values to give candidates a glimpse into your unique culture. Not got any? That's absolutely fine, just describe your culture for us along with the characteristics of successful employees.
- 🍃 **Client References:** Provide some key customer quotes if they aren't already on your website to demonstrate the impact you're having in the market.
- 🍃 **Employee Benefits:** Share the standout benefits you offer, such as healthcare, leave policies, or other perks that make your company attractive.
- 🍃 **Company Milestones/History:** Share 5-10 key milestones that tell your growth story—like founding date, funding rounds, office openings, or new product launches.
- 🍃 **Interview Process:** Signposting your interview process early helps you achieve more commitment from applicants - particularly diverse candidates. Let them know exactly what to expect.

Top tips for success

Here are a few things to start thinking about to allow for a smooth campaign that delivers compelling results.

- 🍃 **Get ahead of the game:** Review the brand and content checklists, and send us as much info as possible before our first call. The sooner we have what we need, the faster we can introduce this asset into our search methodology.
- 🍃 **Give honest, quick feedback:** Don't hesitate to tell us what works—and what doesn't—in the first draft. If it's off, let us know. Timely feedback (within 24 hours) keeps the campaign moving.
- 🍃 **You're not alone:** Struggling with the brand and content checklists? No worries. Let us know, and we'll step in to help. We don't expect you to tick every box.
- 🍃 **Get the team lined up:** Make sure all key stakeholders are in the loop. This helps us achieve faster turnarounds and smoother progress.
- 🍃 **You get what you give:** The more you can put into the ideation of the featured employer microsite, the more time you'll save. The time you put into the site now will pay dividends in more qualified and engaged candidates further down the line.
- 🍃 **Reusable content for the future:** Once we've built your featured employer microsite for this role, it's easy to adapt for future requirements as we continue to work together on successful hires.





About Evergreen Talent Partners

Evergreen Talent Partners is a leading provider of recruitment services within the cleantech, clean energy, and sustainability space, helping mission-driven businesses connect with 10x talent in a more impactful way. Its innovative talent solutions are used by organizations across the globe to deliver more inclusive, engaging, and comprehensive search processes that culminate in impactful hires.

www.evergreentalentpartners.com