



Back to the Basics with New & Improved TA Technology

Ruth Toombs & Elliott Obermaier



ABOUT US

- Sales Manager
 - Dachshund Enthusiast
 - 13 years in the industry
-
- Sales Representative
 - Backpacking Lover
 - LESS than 13 years in the industry



Is Your Career Site Optimized For:

01 EMPLOYER
BRANDING

02 MOBILE

03 GOOGLE/SEO

04 SOCIAL



Our 4 Pillars



**Career
Sites**



Creative



DEI&A



**Talent
Community**

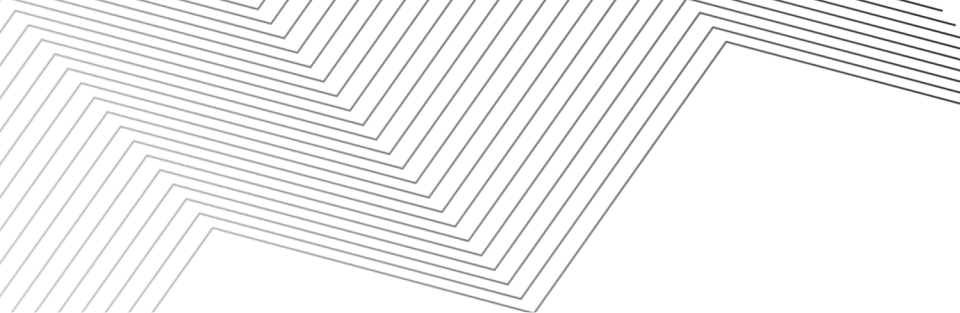




01

EMPLOYER BRANDING





Filter by Category

☐ Architecture (2)

☐ Construction (7)

☐ Engineering (38)

☐ Environmental (6)

☐ Finance / Accounting (1)

☐ Information Technology (1)

☐ Management (3)

☐ Other (1)

☐ Scientific (3)

Filter by State

☐ Alabama (1)

☐ Arizona (1)

☐ Michigan (1)

☐ New Jersey (1)

☐ New York (2)

☐ North Carolina (2)

☐ Ohio (2)

☐ OR (1)

☐ Oregon (3)

☐ Tennessee (1)

Site Civil Engineer

Austin, Texas

Contract/CTH

May 11, 2023

Architecture

Flux Resources is looking for a Site Civil Engineer to join one of our clients growing teams. The following duties are typical of the position but are not all encompassing. Responsibilities include

Linux/Red Hat System Administrator

Portland, Oregon 2023

Contract/CTH

May 10, 2023

Information Technology

Flux Resources is seeking a Linux/Red Hat System Administrator to join one of our clients in the Portland area. Description: Technical resource to perform day-to-day system administration

Site Civil Project Manager

Nashville, Tennessee

Contract/CTH

May 8, 2023

Architecture

Flux Resources is seeking a Site Civil Project Manager to join one of our large clients in the Nashville area. The following duties are typical of the position but are not all encompassing.

Senior Construction Project Manager

dallas, Texas

Direct Hire

May 8, 2023

Construction

Seeking a Senior Project Manager in Dallas, Texas. This is a Full-Time On-Site Position.
RESPONSIBILITIES Provide executive leadership and management of multiple complex capital



frontdoor

Life of Frontdoor

Benefits

Career Areas

Locations

job title, keywords, military job title or code

city, state, territory, or code

SEARCH

Accounts Payable Supervisor

Little Rock, AR

ID: 1025-3177
Category: Accounting/Finance

Apply Now

Overview

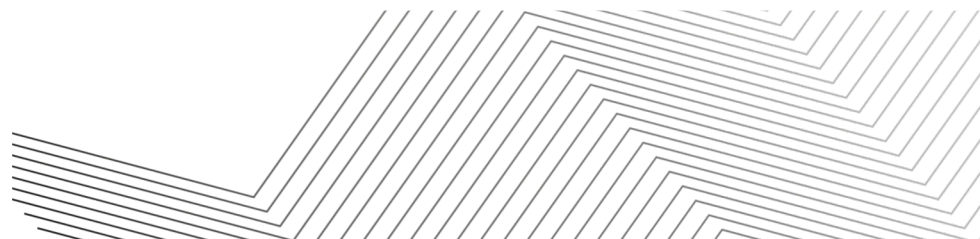
Frontdoor is a company that's obsessed with taking the hassle out of owning a home. With services powered by people and enabled by technology, it is the parent company of four home service plan brands: American Home Shield, HSA, Landmark and OneGuard, as well as ProConnect, an on-demand membership service for home repairs and maintenance, and Stream, a technology company that enables businesses to serve customers through an enhanced augmented reality, computer vision and machine learning platform. Frontdoor serves 2.2 million customers across the U.S. through a network of approximately 17,000 pre-qualified contractor firms that employ an estimated 60,000 technicians. The company's customizable home service plans help customers protect and maintain their homes from costly and unexpected breakdowns of essential home systems and appliances. With 50 years of home services experience, the company responds to over four million service requests annually. For details, visit frontdoorhome.com

Responsibilities

Summary

This position is remote/virtual with the preferred candidate having the ability to come into the Memphis, TN office once weekly

As a Accounts Payable Supervisor, you will lead and supervise 10+/- remote FTE's individual contributors' daily activities that include a variety of complex transactional accounting tasks in accordance with standard procedures in one or more of the following areas: general accounting, accounts payable or other related financial areas. Activities include: reconciling general and/or subsidiary ledgers, preparing journal



INCLUSIVE PHOTO + VIDEO



41%
more traffic
on sites with videos

157%
increase in
organic traffic
on sites with videos

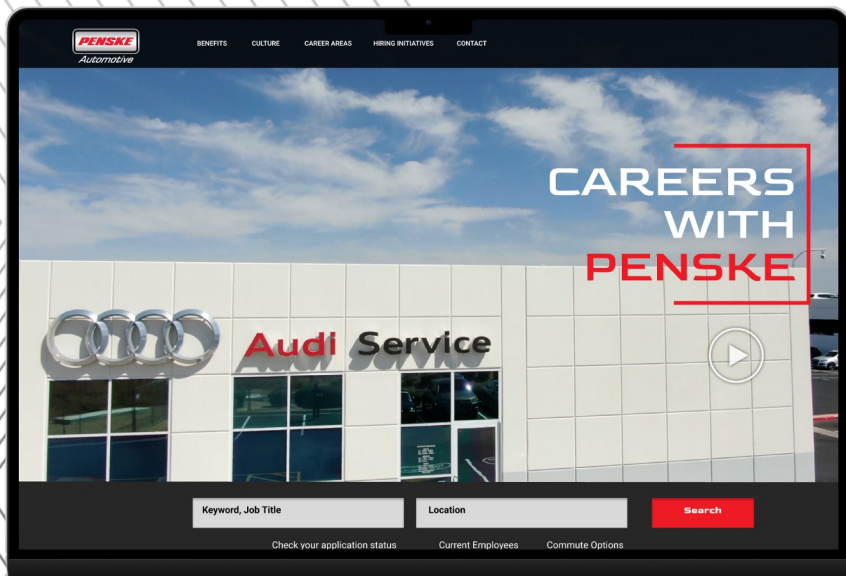


80%
increase in
conversions
on sites with videos



76%
of job seekers
look for a
diverse
workplace









02

MOBILE





63%

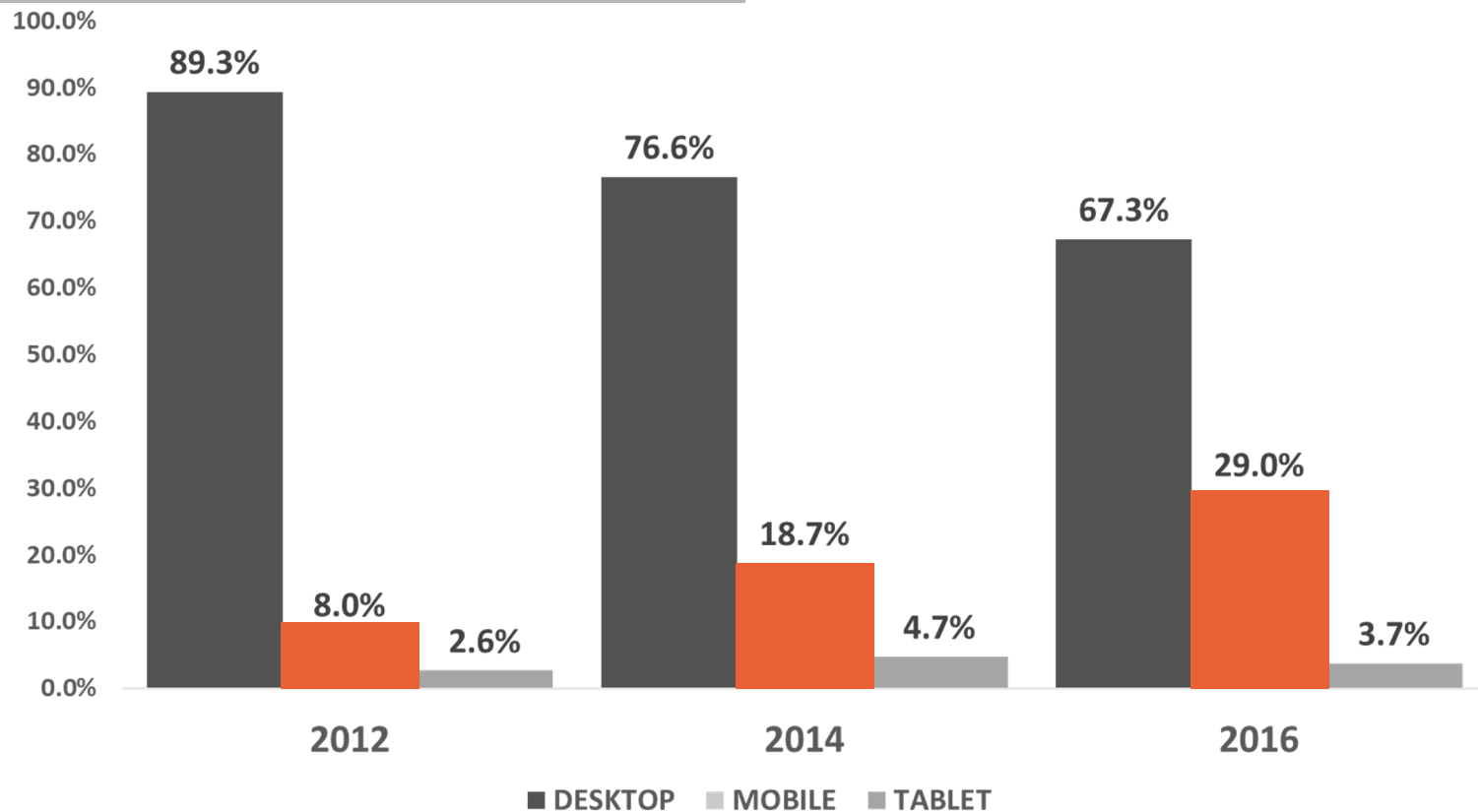
of Google Searches are mobile
(Oberlo)

Mid Career Workers (Age 35–44) are
most likely to use mobile searching
(Glassdoor)

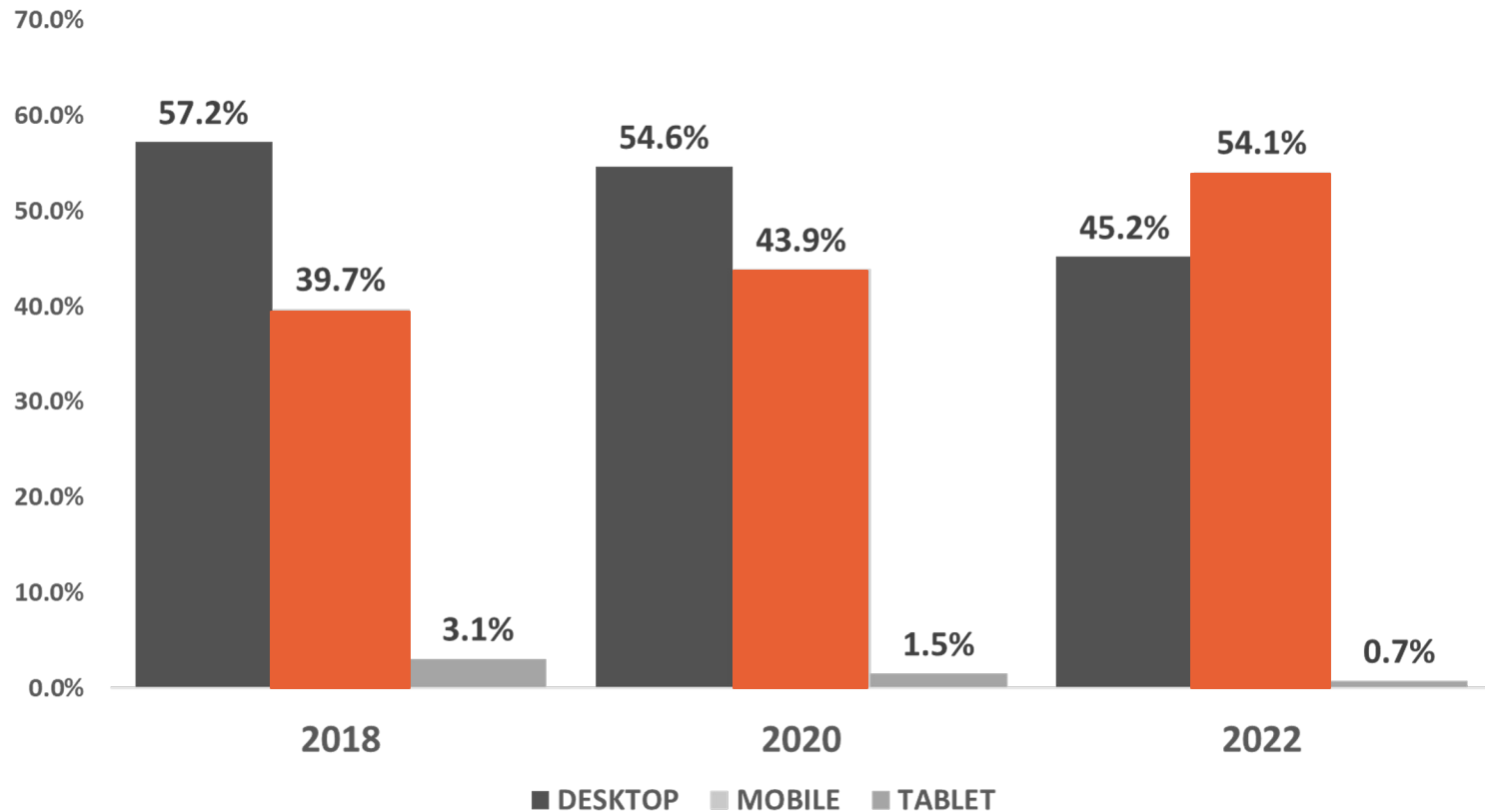
Desk jobs attract fewer mobile
job seekers (Glassdoor)



MOBILE Apply Clicks 2012 to Today



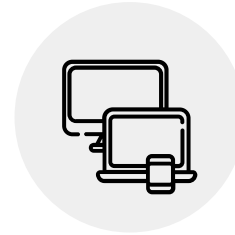
MOBILE Apply Clicks 2012 to Today



MOBILE



VS



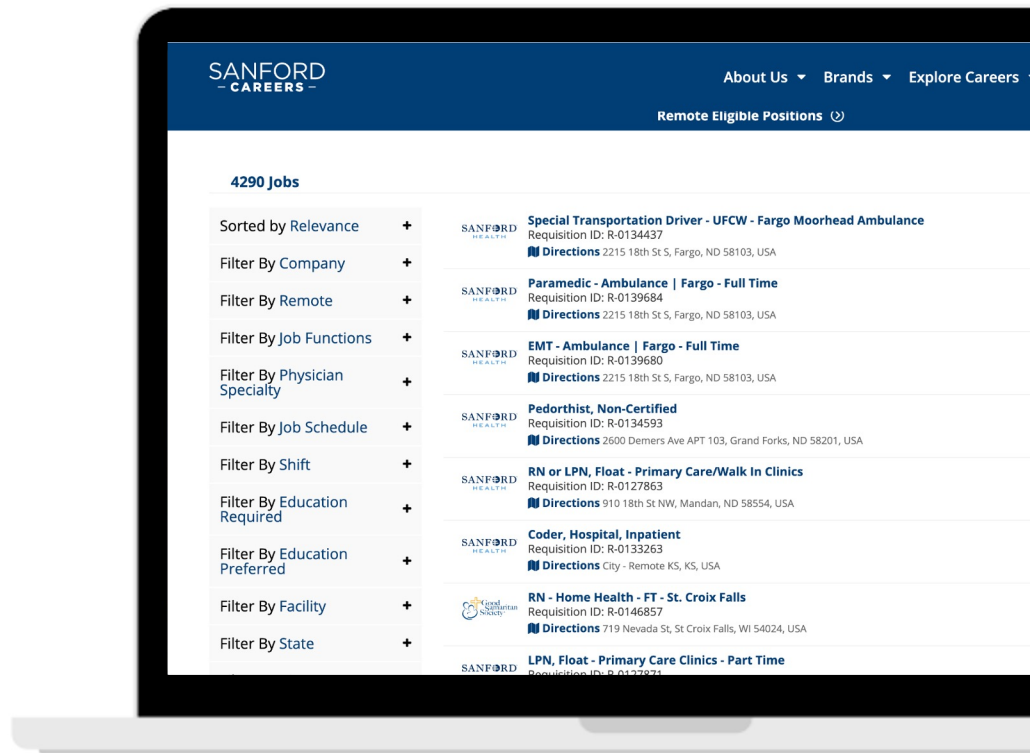
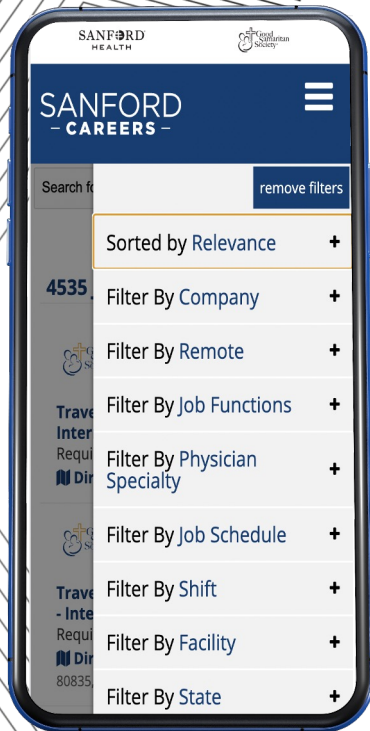
Responsive Design

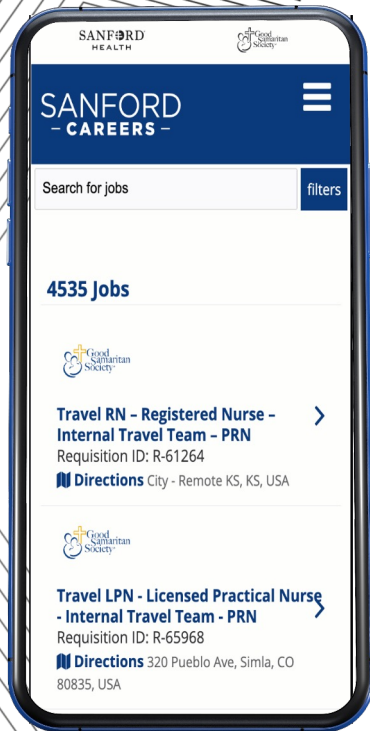
Websites that are built with responsive design use media queries to target breakpoints that scale images, wrap text and adjust layout so that the website can 'shrink to fit' any size of screen.

Fluid/Adaptive Design

Websites that are built with fluid/adaptive design use percentages for widths and deliver a version of the website optimized for that screen or device.







SANFORD[®]
HEALTH





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HEALTH





03

GOOGLE/SEO



GOOGLE SEO



VS



Organic Traffic

Job Seekers that land on your website from unpaid Google search results. Typically would be from ranking in the top 10 for a particular career/job search

Google For Jobs Traffic

Job seekers that land on your individual job description pages from doing a search on Google and going to the Google For Jobs Site. Typically could be in a much greater amount of results than basic organic.





sales jobs in indianapolis


All Images News Shopping Videos More Tools

About 43,300,000 results (0.50 seconds)


Jobs


• Near Indianapolis, IN

Past 3 days Full-time Work from home No degree Sales & Retail More





Regional Sales Manager
Honeywell
Indianapolis, IN
via Learn4Good
20 hours ago Full-time






Director of Sales
Butler University
Indianapolis, IN
via Inside Higher Ed Careers
Full-time





Outside Sales Representative
FleetPride
Indianapolis, IN
via LinkedIn
22 hours ago Full-time No degree mentioned



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<https://www.indeed.com/q-Sales-Indianapolis-IN-jobs>

Sales jobs in Indianapolis, IN - Indeed

4290 Sales jobs available in Indianapolis, IN on Indeed.com. Apply to Sales Representative, Inside Sales Representative, Territory Sales and more! 4290 Sales ...

<https://www.simplyhired.com/search/?l=indianapolis>

20 Best sales jobs in Indianapolis, IN (Hiring Now!)

2455 sales jobs available in Indianapolis, IN. See salaries, compare reviews, easily apply, and get hired. New sales careers in Indianapolis, IN are added ...

<https://www.linkedin.com/jobs/sales-jobs-indianapolis>

9,000+ Sales jobs in Indianapolis, Indiana, United States (534 ...

9,000+ Sales Jobs in Indianapolis, Indiana, United States (534 new) · Director of Sales · District Manager · Territory Sales Manager · Indiana · VP of Sales · Sales ...

Google for Jobs

Google Organic



- Workforce Analyst**
Penske
Reading, PA
via Penske Careers
4 hours ago Full-time Paid time off
- Project Leader - Diagnostics**
Penske
Reading, PA
via Penske Careers
1 day ago Full-time
- Recruiting Assistant**
Penske
Reading, PA
via Penske Careers
2 days ago Full-time
No degree mentioned
- Diesel Technician/Mechanic - All Levels**
Penske
Reading, PA
via Penske Technician Jobs
1 day ago Full-time
No degree mentioned Paid time off
- Manager - Labor Relations**
Penske
Reading, PA
via Penske Careers
3 days ago Full-time

Manager - Labor Relations

SAVE



Apply on Penske Careers Apply on Monster Apply on Salary.com Apply on Snagajob

3 days ago Full-time

Job highlights

Identified by Google from the original job post

Qualifications

- 5 years of experience in Labor Relations successfully managing and negotiating and administering collective bargaining agreements, handling arbitrations and NLRB related matters
- Experience in conducting Labor Relations due diligence in acquisitions and mergers of union represented operations
- Strong leadership and coaching skills
- Strong presentation and training skills
- Desire to work both tactically (hands-on) and strategically
- Willingness to travel more than 50% of the time

7 more items

Responsibilities

- The Labor Relations Manager reports to Vice President, Labor Relations, and is a Regional position – with responsibility for all labor relations matters as assigned within the United States
- Conduct collective bargaining negotiations for Penske Logistics and Penske Truck Leasing (approximately 10 -20 union contracts)
- Develop and conduct supervisor and management training regarding labor agreement administration
- Conduct due-diligence and provide labor relations advice on acquisitions and/or new business ventures involving union operations
- Manage the preparation and presentation of charges related to the National Labor Relations Act
- This may be completed with internal staff and/or outside counsel

7 more items

More job highlights

Job description

Tons of Apply Links

Missing Ads





#TheAHALife

Benefits

Career Areas ▾

FAQ's

Veterans

Interns



Heart Attack And Stroke Symptoms

Volunteer

Donate Now

Healthy Living ▾ Health Topics ▾ Professionals ▾ Get Involved ▾ About Us ▾ CSR

Home / About Us / Career Opportunities / Veterans

Job title, keywords

City, state, country

Military job title or MOC

Find Jobs

AHA Veterans Careers

You Matter Here! So Does Your Career!

66

I am proud to have served in the U.S. Army as a Military Police, Emergency Response Team, and Special Agent of the U.S. Army Criminal Investigation Division. I worked alongside dedicated fellow members of the armed service who understood the importance of mission, both in your daily role and the overall mission to ensure our freedom and security. The military culture develops leadership skills that adapt to all situations which I have used throughout my career.

I feel my time in the service provided great insights that help every day at the AHA. The importance of mission as a foundation to be impactful for all we do in our daily roles. What we do is important for the communities we serve and people affected by cardiovascular disease and stroke. Our efforts save lives, and for that I am proud as a former service member and staff member at

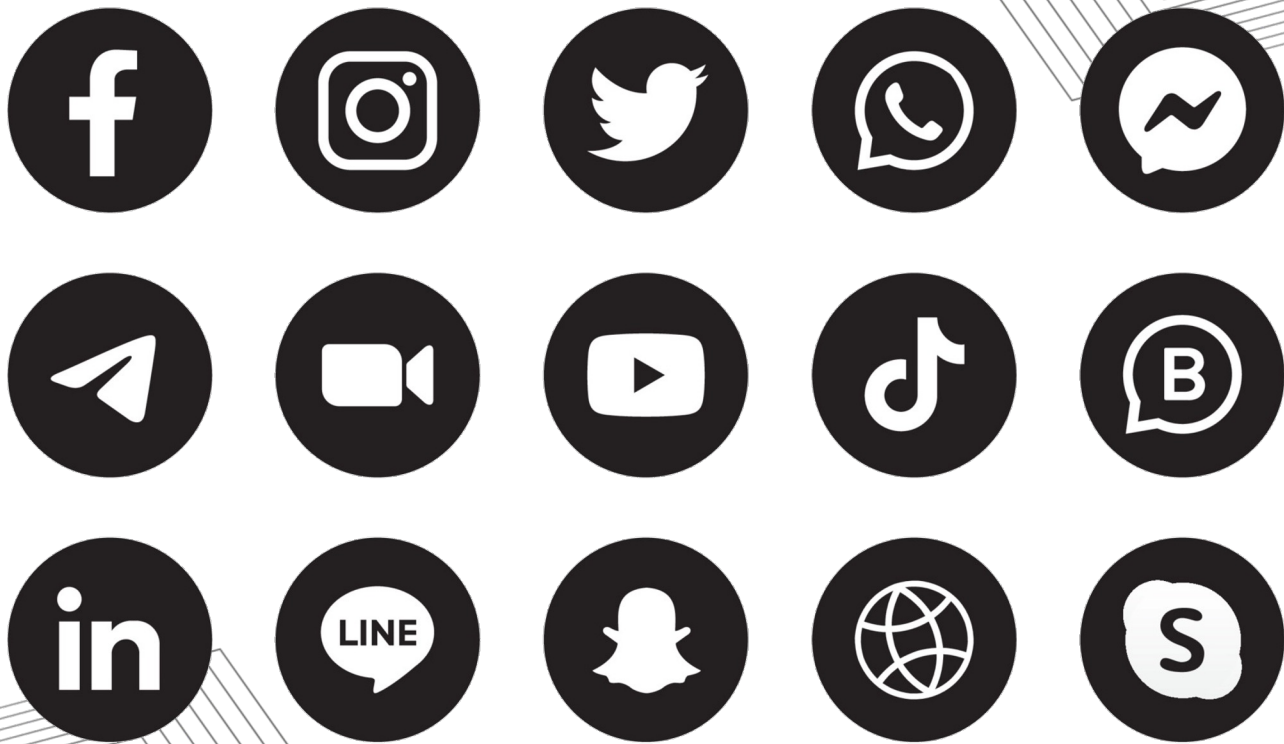




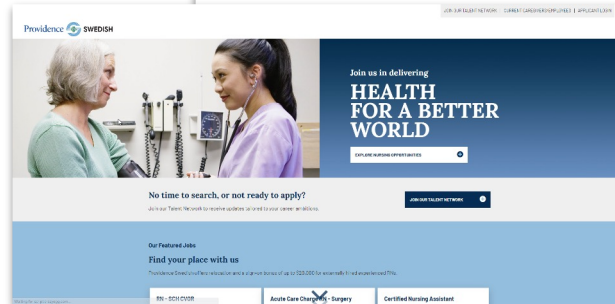
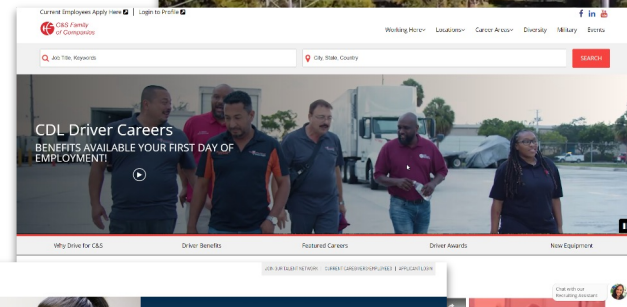
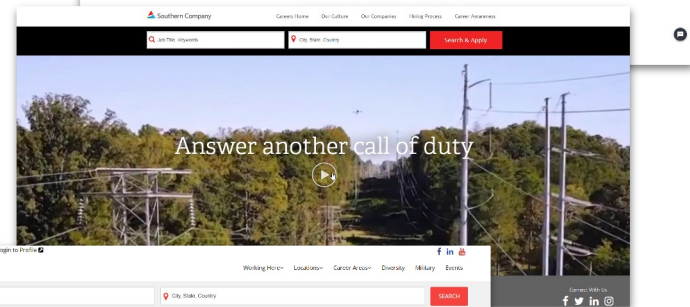
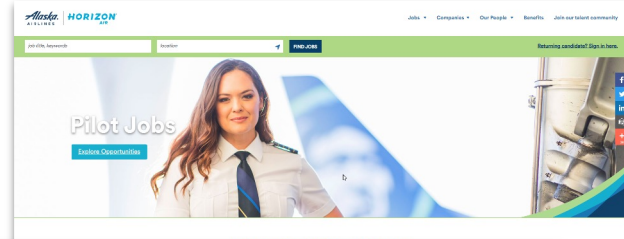
04

SOCIAL





SOCIAL ADS

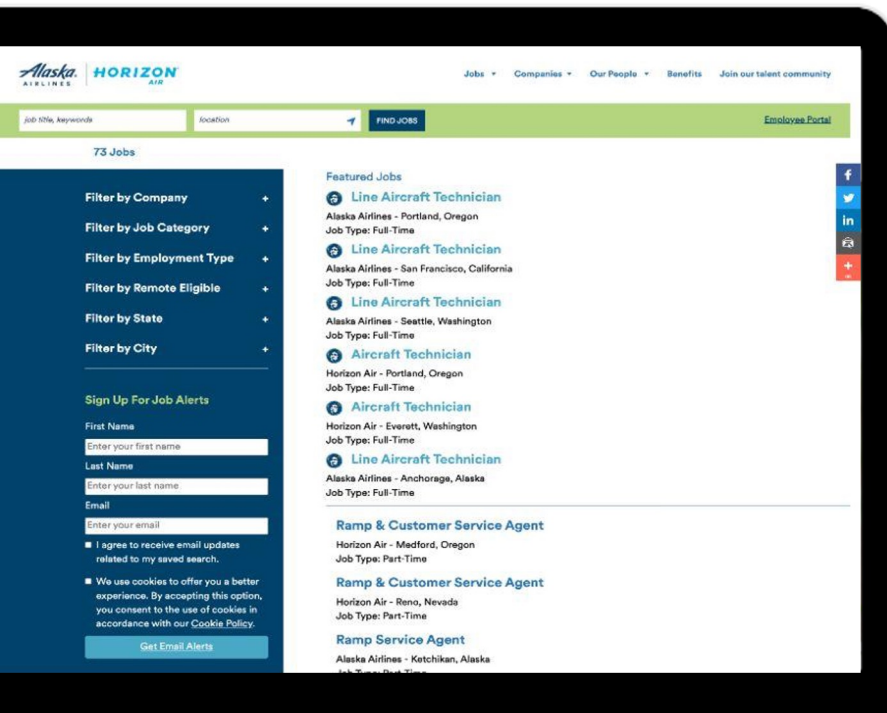




SOCIAL MEDIA ADS

- Should not be used for immediate hiring needs
- Better suited for brand awareness campaigns and new location launches
- Main call to action should be to leave minimal contact info





SAVED SEARCH

→ Showcase the effectiveness of simple data collection from a career site



Now ask yourself...

Does it provide the flexibility to display my employee culture & brand?

Does it display a diverse work culture, gaining rapport with veterans & IWD?

Does it provide intelligent, front end analytics? Is it mobile responsive & adaptive?

Does it have a compliance friendly CRM/Talent Community?

Is it built with universal, accessible design with WCAG 2.1 in mind?

Is it built with Google schema and Google Talent Search in mind?

Is the candidate “dumped” into an ATS when clicks apply or an engaging, SEO, branded platform?

Does it provide access to customized employer branding features?





04

QUESTIONS?





THANKS

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