



# How to Optimize Your Careers Page to Engage with Gen Z Talent

Toolkit

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The U.S. Bureau of Labor Statistics projects that by 2029, [one-third of the US workforce will be members of Gen Z](#). They're changing the workforce's demographic makeup and how we all think about work in general. Strategies to recruit best-fit talent that may have worked a few years ago are not resonating with the current generation of candidates.

The best way to attract them is to understand their expectations and needs in the workplace. The conversation with candidates starts with your company's careers page. As the place where they first learn about your organization, the careers page should include tools to help candidates find their future role and make applying for that role as seamless as possible.

Think about including these components on your careers page to go from simply functional to truly engaging:

- ▶ **Feature Forage job simulations on your website to engage directly with candidates**
- ▶ **Make a strong first impression by introducing candidates to your company culture**
- ▶ **Connect candidates to the roles that fit them best through search and filter functionality**
- ▶ **Guide candidates through the different career paths available in your organization**
- ▶ **Consider how you show up to the candidate overall**

This toolkit expands on the above ideas to provide guidance on how to build a careers page that speaks to the experience Gen Z is looking for when they step into an open role in your organization and shares how [Forage job simulations](#) can help each of these important components of your careers page connect with Gen Z talent. Forage is a low-risk way to introduce Gen Z talent to your company, and it helps them prepare for success in the roles that interest them most. Candidates get a view into your company and the real-world challenges they will be expected to solve.

But first, let's start with the basics and how to put your best foot forward with a candidate.

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## Feature job simulations on your website to engage directly with candidates

Gen Z's approach to launching their careers is unique to each individual. They could be looking for an internship or apprenticeship or be ready to step into the full-time working world. Providing a range of options, including job simulations, to candidates will help secure the right-fit talent at the right time in their journey.

▶ Companies such as [Pepsi](#), [JP Morgan](#), and [Accenture](#) have included links to **Forge job simulations** on their career pages.

Forge helps your recruiting team fill open roles faster with the best-fit candidates with minimal added work or process:

**3.3X**

Foragers are 3.3x more likely to get hired compared to traditional applicants

**16%**

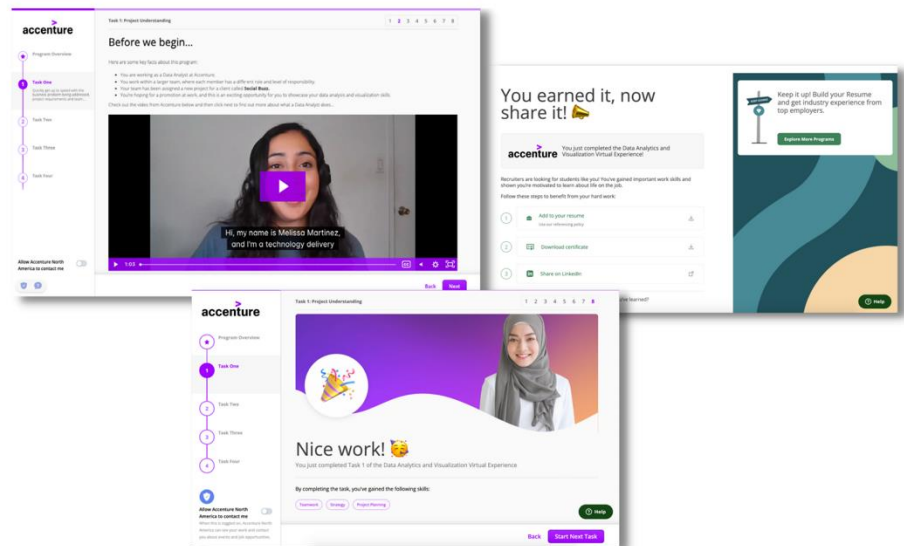
Students who complete a Forge job simulation with a company are 16% more likely than their peers to stay at the role for one year

**91%**

Ninety-one percent of students gained practical skills as a result of completing a job simulation

## What Are Job Simulations?

Self-paced, online learning programs that simulate the work performed in different roles at different companies through interactive, hypothetical tasks.



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## **Make a strong first impression by introducing candidates to your company culture**

Company culture is a top concern for Gen Z. They're looking for an environment that supports factors such as inclusion and work-life balance—and they want to know what their target companies value before they apply for roles. Help Gen Z see themselves at your company by providing a brief overview of what they can expect in their new role.

One way to share your company culture in a way that resonates with Gen Z is to speak directly to what concerns them most:

- ▶ **Who are the leaders in your organization?**
- ▶ **What are the norms around remote or hybrid work?**
- ▶ **Do you offer any perks beyond the basic benefits package?**

These aspects of company culture are a major part of your brand, and you can more effectively market your open roles to Gen Z candidates by guiding them through your brand journey.

[Forage job simulations](#) can enrich the culture conversation even more by allowing candidates to experience a day in the life at your company. Recruiting new grads is easier when you can find the candidates who have proven their skills that are necessary for the role or who have the specific industry knowledge you're looking for. Motivated and engaged candidates connect directly to you by completing one- to three-hour, self-paced simulations that test their skills and help them better understand the role. The job simulation can also introduce candidates to other key parts of your organization's culture, such as communication styles and working asynchronously.

Keep candidates engaged throughout the entire process by sharing assets and information they can take with them. Job simulations plus videos, handbooks, and other pieces that tell your company story are the best way to prepare the right-fit candidates for success at your company from application to hire.

- ▶ Take a look at EZCater's [about us page](#) for examples on how to **engage Gen Z candidates** by spotlighting what matters to this generation at work.

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## Connect candidates to the roles that fit them best through search and filter functionality

Most career pages share a basic list of open roles, sometimes with a filter or search function to help candidates find roles in specific departments. You can take the specialized search even further by adding a space for new grad roles. This helps candidates zero in on the role they really want at your company, without adding time to their already stretched job search. A clear and easy-to-read [job description](#) can also set candidates up for success by knowing which criteria matter for the role they want and how they can prepare for their interviews with your organization.

Forage gives candidates a good idea of what types of roles are available for emerging talent. [BGC's job simulation in data science](#) offers candidates the chance to practice their skills in data and AI to solve a hypothetical challenge for a client at their firm. Job simulations help companies educate and prepare next-generation talent and fill their open roles faster.

▶ Cisco has a **careers page** that focuses solely on [emerging talent](#).



## Guide candidates through the different career paths available in your organization

In our insight paper "[Gen Z Decoded: New Data on How Your Youngest Employees Want to Experience Work](#)" we found that 36% of Gen Z employees believe they will reach a more senior level at their company, and 33% believe they will advance to a leadership position. Gen Z is looking for career growth and fulfillment at work, so it makes sense for companies to nurture and retain that ambition as much as possible to fuel their organizational growth. Different departments and verticals can become siloed from one another, especially in large companies, which can make it challenging for internal candidates to find roles that would fit their career goals. If that happens, they could decide to jump ship and start looking for their next challenge at a different company.

▶ Capgemini lists their [professional communities](#) across different industries, with brief high-level descriptions of the **responsibilities and expectations** for experts in each area.

Show Gen Z candidates how they can build their career at your organization with different verticals and departments available to them.

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## Consider how you show up to the candidate overall

Brand awareness is a major factor in a candidate's job search as they're learning about the companies they're applying to. According to a recent Forage report, 79% of students use self-guided online searches as a primary method to access career information—and there's a lot of information out there that's beyond your company's control. The number of [hiring experience reviews](#) shared on digital platforms such as LinkedIn and Glassdoor has doubled since 2020, for example. People are talking about your company, and it may not always be positive or constructive. Here's how to engage with the conversation and take more control over your company's brand story:

### LinkedIn

LinkedIn Life pages allow a company to share anything they wish **about their brand**. Signifyd provides information on [benefits, culture, employee testimonials, and specific team spotlights](#).

### Glassdoor

Glassdoor is more than just a platform for posting open roles and reviewing companies. It's also a space to share important information that can help candidates **make informed decisions** about applying with your company, such as [company news, awards, and frequently asked questions](#), as Radancy does. Cisco also [embeds Glassdoor reviews](#) directly into their careers page with a link to their full Glassdoor page so job seekers can find that information easily.

### Indeed

Indeed functions a lot like Glassdoor as a job search tool and as a branding opportunity. Ace Hardware features data from a [work wellbeing survey](#) at the top of their Indeed page, which gives candidates a **snapshot of what they can expect** if they join the organization.

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We're standing at a crossroads for recruiting and developing next-generation talent. Will your company embrace the opportunities and challenges that Gen Z talent can bring to your organization? Or will your company cling to outdated ideas such as the 40% of hiring managers who admit to having an [age bias against Gen Z candidates](#)? As you map out your early-talent recruiting strategy, Forage will help speed up and streamline your efforts to find and hire the best-fit talent for open roles.

▶ Visit our [Forage Solutions webpage](#) to learn more about job simulations and how to expand your reach in the search for next-generation talent.