



Employer branding at [Your Company Name]

Hi, team! Below are questions you can use to analyze your candidate experience through the lens of a real candidate and make a related set of recommendations.

Candidate Experience Scorecard

Point system:

- 0 = could not find information
- 1 = information exists but is hard to find or unclear
- 2 = information is both readily accessible and compelling

Score	Information senior-level candidates want
0	What does [X] company make?
0	How much money will I make?
0	What will I personally do/make/create?
0	Are the hours flexible and/or can I work remotely?
0	How many people are on the team I'll be joining?
0	Who will I report to?
0	What's the culture like?
0	Is the team I'm joining respected by leadership?
0	Is there someone I can talk to before I apply?
0	Total score (18 possible)

What we do at Job Portraits, and how we can help you

Job Portraits is a creative studio specializing in employer branding. We develop strategies, create high-quality content (videos, blog posts, photos, etc.), and run marketing campaigns—all aimed at improving the candidate experience and helping you hire better people faster. Some past clients:



BTW: Research methodology behind candidate scorecard

This framework above is based on research interviews we've conducted with 50+ senior engineers, salespeople, and others who are based in the most competitive talent markets.

We begin the interviews with this prompt: "Imagine a trusted friend tells you that [X] company is hiring, and suggests you'd like working there. What do you do next?" As researchers, we then observe what the candidate does, ask them to describe their thought process, and take note of what they want.

In the exercise above, you can apply your findings to **your company's** presence online: the scorecard covers your performance re: the information candidates want most. (This list is very different from the information most companies provide.)

Additional research findings:

- The more experienced the candidate, the more time they spend on research and the more critical they are of what they discover.
- On average, candidates will research a company for 10 minutes before they lose interest or no longer know where to find additional information.
- This said, a handful of candidates told us they research companies for upwards of two hours before deciding to initiate contact.
- Candidates conduct research in this order:
 - a. Search Google for your company name
 - b. Go to company homepage
 - c. Search social media for mutual contacts
 - d. Go to your careers page
 - e. Review sites

The “Why” behind the questions

What does the company make? Score 0/2

Why it matters:

- Would a candidate be proud to tell their friends and family about this job? Candidates care what those people think.
- Mature candidates want to know who the customer is because the customer’s needs ultimately dictate.

What we found:

- **Findings**

How much money will I make? Score 0/2

Why it matters:

- A senior engineer once shared that he looks at comp for junior engineers to judge the quality of the people he’ll be expected to mentor. Low comp is a red flag.
- People want to know a range because lowballing is so common it’s almost a meme. Countless stories on HackerNews and Reddit from Google and Facebook engineers who interviewed at small companies, only to be offered 1/3 their current comp.

What we found:

- **Findings**

What will I personally do/make/create? Score 0/2

Why it matters:

- This helps candidates understand what kind of people they’ll collaborate with.
- As an insider, it seems obvious what your company does; for outsiders this is rarely true.
- Job descriptions too often describe what the job is generally, not what someone will build or create at your company specifically.

What we found:

- **Findings**

Examples: [Lever’s job reqs](#)

Are the hours flexible and/or can I work remote? Score 0/2

Why it matters:

- It’s hard to overstate how much this matters to candidates. It’s the top company value for users of keyvalues.com—higher than the quality of the code base, caliber of teammates, and diversity.
- This is particularly important to parents, many of who are senior-level.
- Fun fact: companies love to tout rapid growth, but a [Key Values analysis](#) found it’s the factor engineers value least because they associate it with over-work.

What we found:

- **Findings**

How many people are on the team I'll be joining? Score 0/2

Why it matters:

- This tells candidates the scope of their work and their power to make decisions
- Hints at maturity of the product, codebase, and processes
- Mature candidates want to have impact, so they want to know what you don't yet do.

What we found:

- **Findings**

Who will I report to? Score 0/2

Why it matters:

- Candidates want the person's name so they can look them up.
- Experienced candidates know that their relationship with their managers is a massive factor in their job satisfaction.

What we found:

- **Findings**

What's the culture like? Score 0/2

Why it matters:

- Most candidates don't have a well-formed vocabulary for this, but rather look for signals they're familiar with. A few common ones: Clothing norms, demographics (age, gender, race, etc.), office floor plan, etc.

What we found:

- **Findings**

Story Examples: Any JP [team profile](#). Here's [Lever's sales team](#) and [Confluent's engineering team](#)

Is the team I'm joining respected in this organization? Score 0/2

Why it matters:

- Candidates want a seat at the table and will develop a gut feeling based on the messaging and information you prioritize across your channels.

What we found:

- **Findings**

Is there someone I can talk to before I apply? Score 0/2

Why it matters:

- Experienced candidates often have simple questions that matter deeply to them, and they don't want to have to apply to get an answer.
- Candidates will try to find recruiters on LinkedIn for this, but only when they're super motivated. Usually, they'll just go away and you'll never hear from them.

What we found:

- **Findings**

Examples: [Snapdocs careers page](#), [Verkada's careers page](#)