

Introducing Career Pages

If candidates don't know who you are and what it's like to work at your company, chances are they're not going to apply to your jobs. LinkedIn Career Pages is a powerful employer branding tool that raises awareness and drives interest in your company and open roles, and builds a pipeline of candidates who want to be a part of your team.



Attract top candidates by putting your company culture and job opportunities in the spotlight



Share your company's story

Share your authentic story throughout your pages with images, videos, employee testimonials, and more.



Reach the right candidates

Tailored audience views let you segment and personalize messaging to different audiences.



Drive applications

Help candidates assess if they're a good fit for your role with personalized opportunities and insights.

“LinkedIn is a great platform that enables us to really communicate our brand clearly and directly to potential candidates.”

Arthur Wan

Human Resources Officer, Shangri-La International

Build winning teams with LinkedIn Talent Solutions

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1-855-655-5653 | Request a demo

1.2x

more likely to apply to a job when candidates are familiar with the company

40%

higher rating on quality applicants than any job board

73%

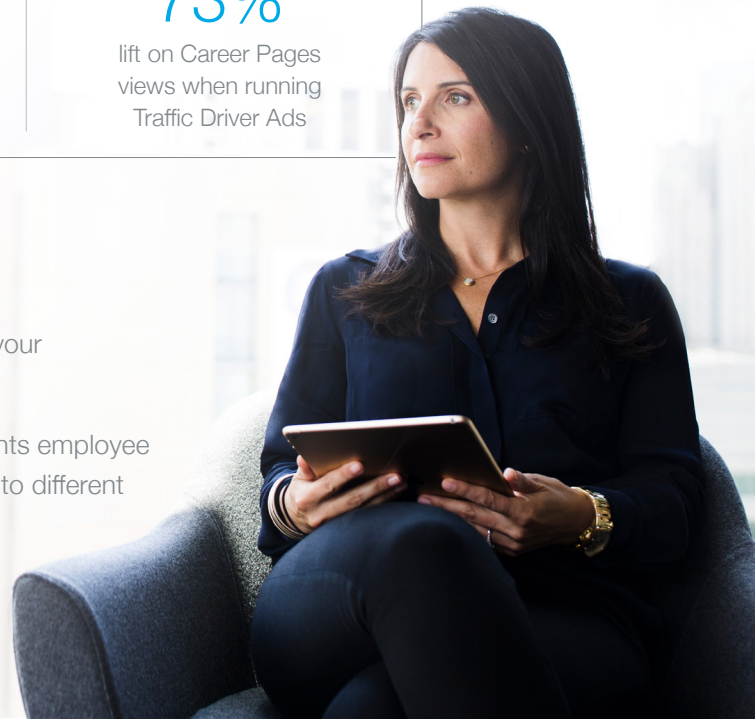
lift on Career Pages views when running Traffic Driver Ads

Features of Career Pages

Traffic-Driver Ads invite potential candidates to learn more about your culture and explore open jobs.

“What We Do” page showcases what your company does, spotlights employee testimonials, and offers personalized views of your company's story to different candidate segments (ex: Engineering, Sales, Marketing, etc.).

Jobs page automatically shows personalized opportunities and insights to every candidate.



Bundle Career Pages with these products



Recruiter

Find, connect with, and manage the right talent throughout your team's hiring process.

[Learn more](#)



Jobs

Match your open role to the most relevant candidates that you can't find anywhere else.

[Learn more](#)



Talent Media

Targeted ads distribute job opportunities to a more relevant audience.

[Learn more](#)

Other resources to help you with your hiring needs

[Employer Branding
Essentials](#)

[Hiring and Retaining
Millennial Talent](#)

[Your Guide to
Innovative Recruiting](#)

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