

Strategically implementing a series of critical refinements to organization external-facing career portal, how can these changes effectively entice and engage top-tier, high-caliber talent as part of the organization recruitment initiatives

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Abstract: *This paper presents a comprehensive proposal aimed at the enhancement of the external-facing career site, with a primary objective of elevating the user experience and strategically attracting high-caliber candidates, with minimal system changes.*

Keywords: *Career portal development, Build phase, Approve phase, Enhance phase, Execute phase, Technical implementation, HDML site, Headers and footers, Logos, CSS for UI enhancement, Dynamic videos, Javascript integration, Oracle integration, Positioning techniques, Layout optimization, Usability, Configuration, Branding files*

Date of Submission: 14-10-2023

Date of acceptance: 29-10-2023

I. Introduction

In today's competitive job market, organizations are continually seeking innovative ways to not only capture the attention of top-quality talent but also provide an exceptional user experience through their external-facing career portals. This proposal outlines a strategic approach to achieve these objectives.

2. Rationale: A Risk-Free Approach - In this section, we discuss the rationale behind adopting a risk-free approach to the proposed enhancements. Key elements include touchless execution, the preservation of existing configurations, and the utilization of a staging zone.

3. Benefits: The proposed enhancements bring forth a compelling value proposition for organizations. Immediate improvements in the user experience, the demonstration of organizational prowess, and alignment with modern UI standards are some of the key benefits discussed here.

4. Methodology and Implementation Plan: This section outlines the step-by-step methodology to be employed in updating and enhancing the career site. It includes references to external URLs for guidance, specific responsibilities, such as creating an accurate HTML site, implementing CSS for UI enhancement, and potential integration of dynamic content using JavaScript and Oracle.

5. Technical Aspects and Considerations: Detailed technical aspects are considered, including the creation of an accurate HTML site, CSS implementation for improved UI, and the possibility of dynamic content integration. Positioning techniques and other key components are also addressed to ensure a successful outcome.

3.2 The Proposed Solution:

- Create Accurate HDML Site with Proper Headers, Footers, and Logos
- HDML (Handheld Device Markup Language) is a markup language for mobile devices. To create an accurate HDML site, the team will ensure that the content is formatted correctly for mobile users.
- Headers, footers, and logos will be positioned appropriately within the site's layout to maintain consistency and professionalism.
- Implement CSS for Enhanced UI Experience:

- CSS (Cascading Style Sheets) will be utilized to define the presentation and layout of the career portal. It will control aspects like fonts, colors, spacing, and responsive design to enhance the user interface (UI) experience.
- Dynamic Videos Using JavaScript and Oracle Integration (If Needed):
- Dynamic videos may be incorporated using JavaScript to provide engaging multimedia content. JavaScript will be used to control video playback and interactivity.
- Integration with Oracle will ensure efficient data storage and retrieval related to video content.
- Leverage Positioning:
- Positioning techniques will be employed to strategically place elements within the portal's layout. This includes optimizing the placement of text, images, buttons, and other interactive elements to improve usability and visual appeal.
- Configuration of Other Key Components:
- During the build stage, various key components will be configured to achieve the desired outcomes. These components may include:
 - User authentication and authorization systems for secure access.
 - Search and filtering functionalities for job listings.
 - Application submission forms and candidate profiles.
 - Integration with external job databases or APIs for comprehensive job listings.
 - Analytics tools for tracking user interactions and portal performance.
- Extensive Work on Branding Files and Elements:
- Branding files, such as logos, color palettes, and style guides, will be thoroughly integrated into the portal's design to ensure brand consistency.
- Elements like icons, images, and typography will align with the organization's branding guidelines to create a cohesive and visually appealing experience.
- In summary, the technical implementation of the career portal involves a multifaceted approach, including optimizing HDML for mobile devices, employing CSS for UI enhancement, incorporating dynamic videos with JavaScript and Oracle integration if needed, utilizing positioning techniques for layout optimization, configuring various key components, and ensuring brand consistency throughout the portal's design.

I. Introduction:

Sourcing allows administrators and recruiters to share your company's open jobs easily and effectively with your employees, alumni and other followers, through referrals, direct-marketing emails and social networks.

The Portal page provides end-users, both registered and unregistered, access to your organization's main job postings and the ability to search your site for additional job postings. Internal users, such as administrators and recruiters, can also log into Sourcing and use its job posting and sharing functions. Other end-users can register with the site, and log in to view and edit their user settings.

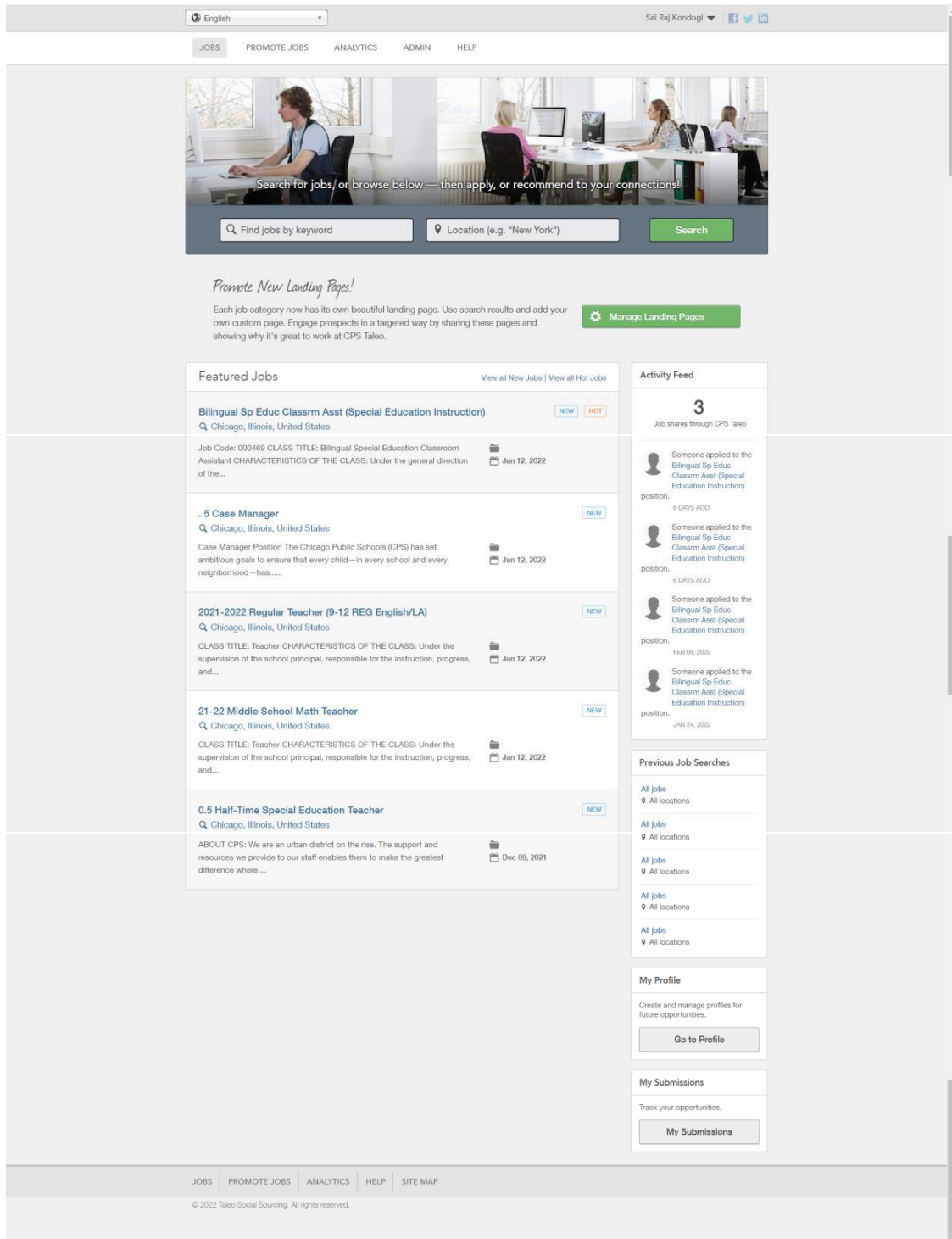
Configuration Navigation:

[Sourcing] Administrator login > [Home Page] Settings (Name) > Configuration > Site Builder > Edit Site Settings > General

2. Design Summary:

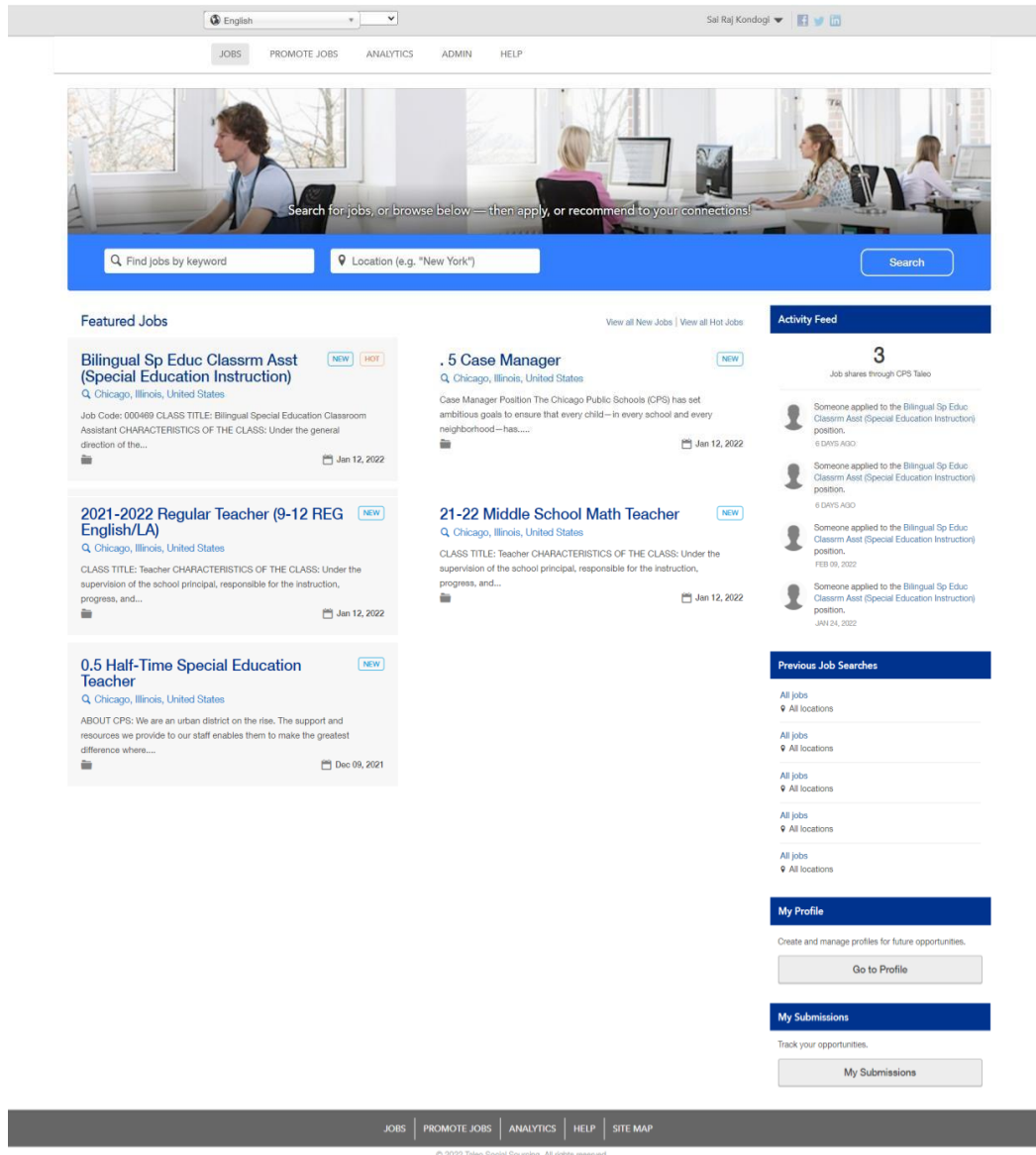
Oracle social sourcing has a basic design and allows us to modify the page using advanced CSS.

2.1 Oracle Standard Page:



2.2 Customized Page Design (After Customization):

Using Advanced CSS option, the complete design have been updated to get seamless Candidate experience in the site.

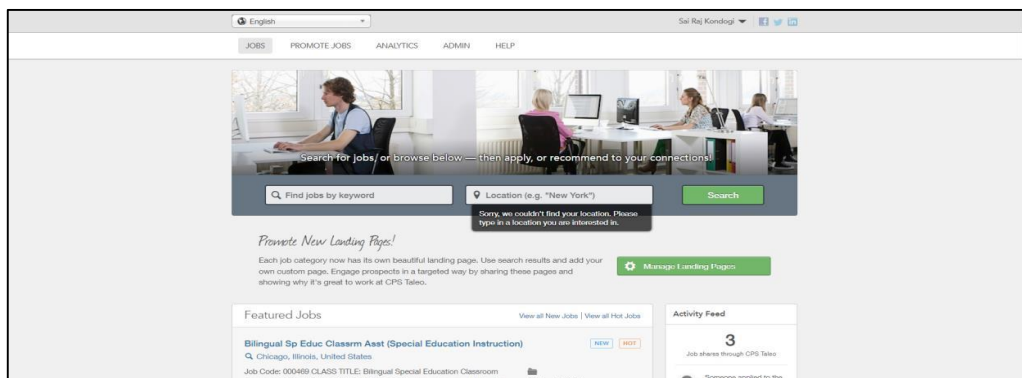


III. Design Items:

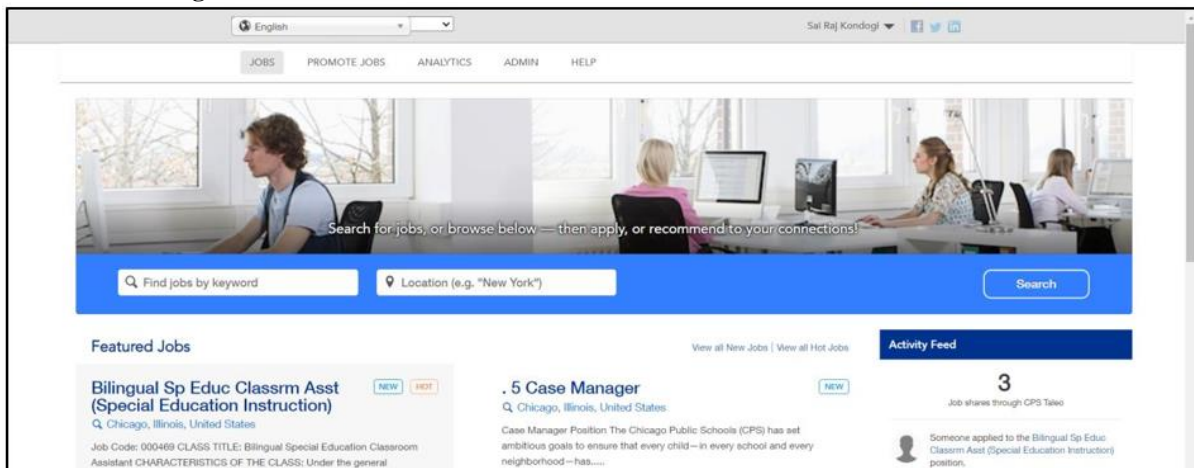
3.1 Page layout dimension:

The standard pages has lot of unnecessary spaces in right and left side of the content, which has been reduced now. Now the page space is utilized more and looks pleasant to candidates.

Standard Design:



Customized Design:



Codes used:

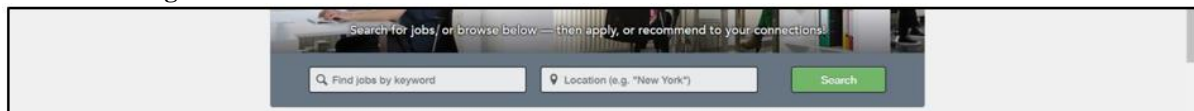
```
body {
background-color: #ffffff; color: #3c3c3c;
width: 100%;
font-family: 'Nunito Sans','HelveticaNeueW01-55Roma','Helvetica Neue W01 55 Roman','Helvetica
Neue','Helvetica,Arial,sans-serif;
}
body.full_width #body_wrapper, body.full_width #boilerplate_wrapper {
padding-bottom: 0;

height: auto; min-width: 0; width: 90vw;
} #container{
max-width: none; }
#search_banner{ width: 100%;
}
#search_banner .search_positioner{ width: none;
} #search_banner.search_fixed{
width: 90%; }
body.desktop #container{ width: 100%;
}
```

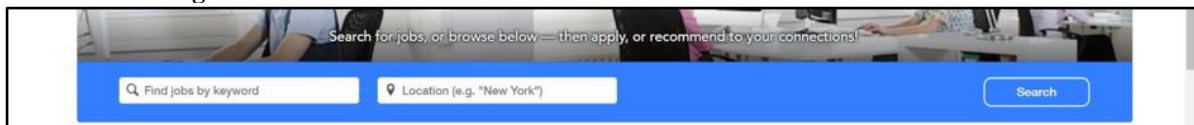
3.2 Search Banner:

Search banner color has been changed in new design.

Standard Design:



Customized Design:



Codes used:

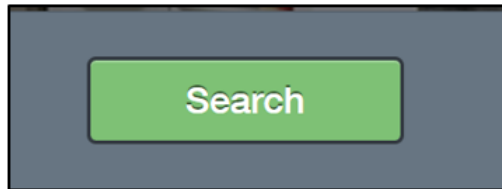
```
#search_banner .search_positioner { background-color: #337eff;
}
```

```
#search_banner .search_input_hldr { background-color: #fff;  
border: none; }
```

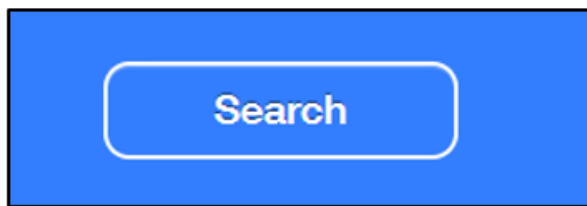
3.3 Search Button:

Search button color and border have been changed.

Standard Design:



Customized Design:



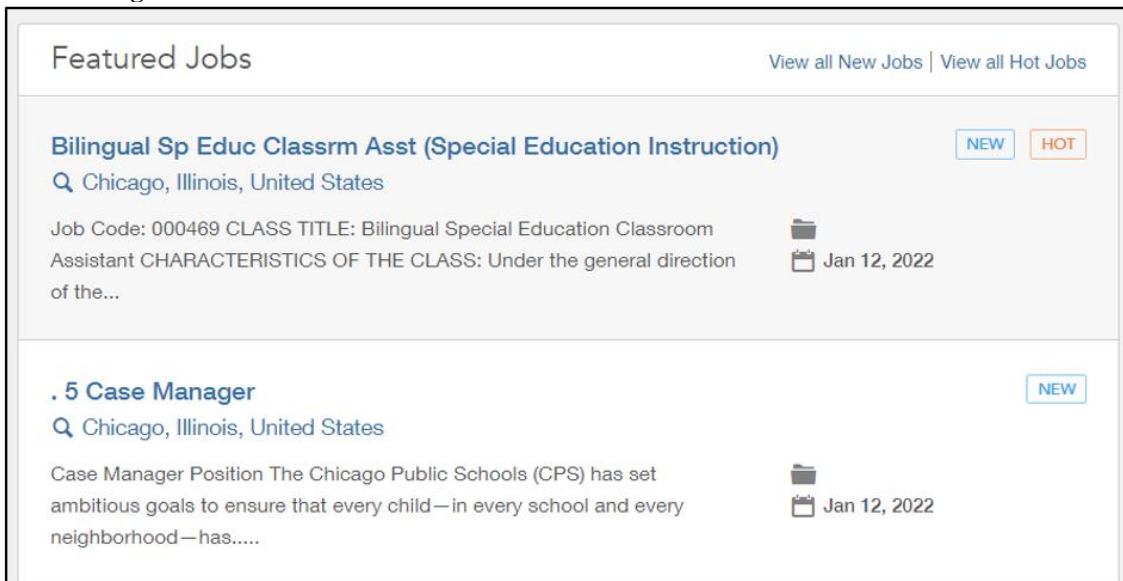
Codes used:

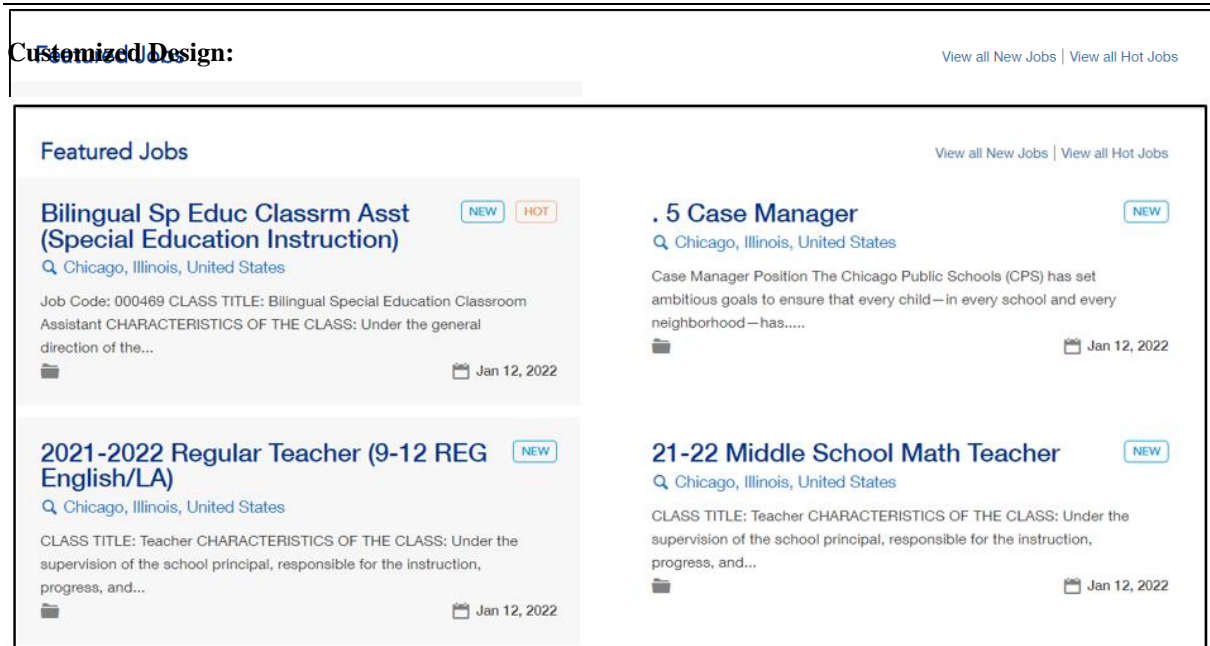
```
.search_btn {  
border-radius: 10px; border: 2px solid #fff; background-color: #337eff;  
}  
.search_btn:hover { background-color: #5c95f6;  
}
```

3.4 Featured Jobs List:

Featured jobs color and alignment has been updated. Font size, line height and width also has been updated in new design.

Standard Design:





Codes used:

```

/*Jobs container */
.info_listings .job_list_row .jlr_right_hdr.jlr_admin_hdr{ width: auto;
}
#job_results_list_hdr, #job_no_results_list_hdr{ width: 72%;
} #job_results_list_hdr.portal_listings {
border: none; }
.job_list_row { border: none;
}
.job_list_row .jlr_right_hdr .jlr_title .job_link { font-size: 22px !important;
color: #00338e; line-height: 22px;
}
.job_list_row .jlr_right_hdr .flg_hdr .new_flg { border-color: #009ddc;
color: #009ddc; border-radius: 4px;
}
.job_list_row .jlr_right_hdr .flg_hdr .hot_flg.priority_on { border-radius: 4px;
}

.job_list_row .jlr_right_hdr .jlr_title .jlr_location a{
color: #1675c9; }

.spotlight_title { border: none;
}
.spotlight_title h4 { font-weight: bold; color: #00338e;
}

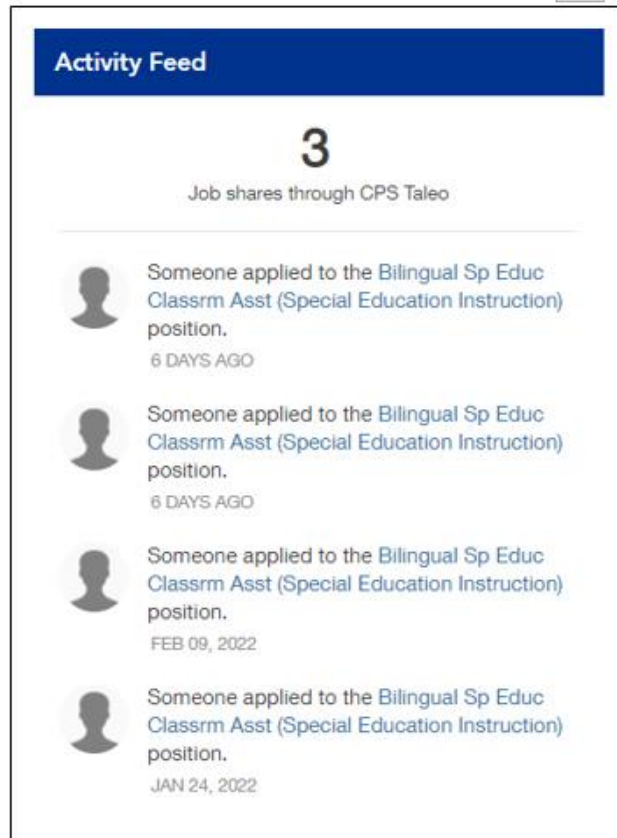
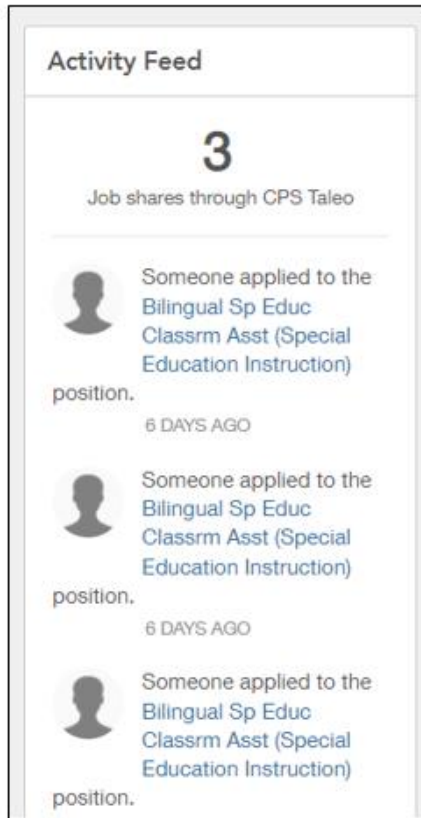
```

3.5 Activity Feed section:

Header color and width has been changed in new design.

Standard Design:

Customized Design:



Codes used:

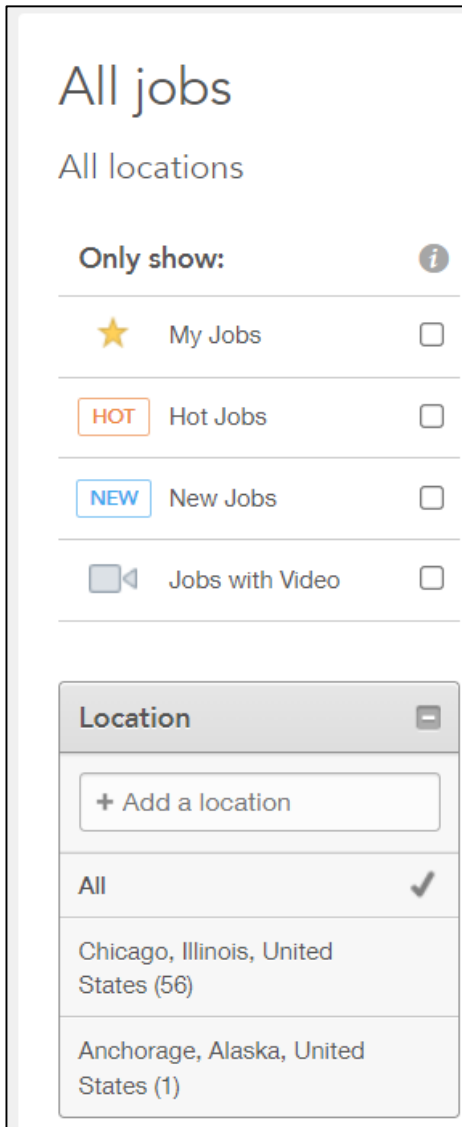
```
#right_bar .capsule{ border: none;
}
#right_bar .capsule .capsule_title{ border: none;
background-color: #00338e; }
```

```
#right_bar .capsule .capsule_title h2{ color: #ffffff;
text-shadow: none; }
```

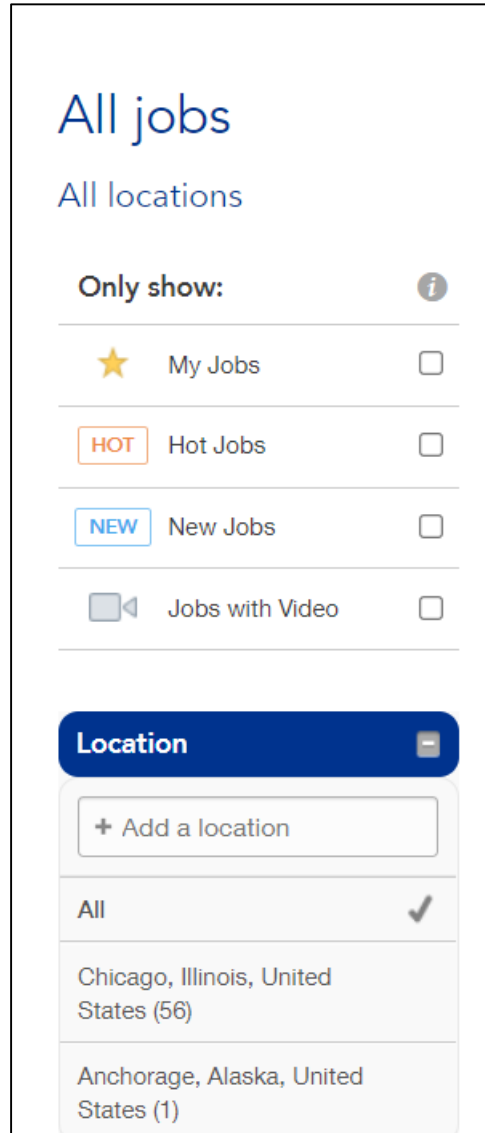

3.6 Filter Section:

Header background has been highlighted with blue color and font colors are updated.

Standard Design:



Customized Design:



Codes used:

```
body.job_list .filter_hldr{ background: #f9f9f9; border: 0; border-radius: 0; }
```

```
body.job_list .filter_hldr .filter_title{ background: #00338e; color: #ffffff; text-shadow: none; }
```

```
box-shadow: none; border-radius: 10px; border: 0; }
```

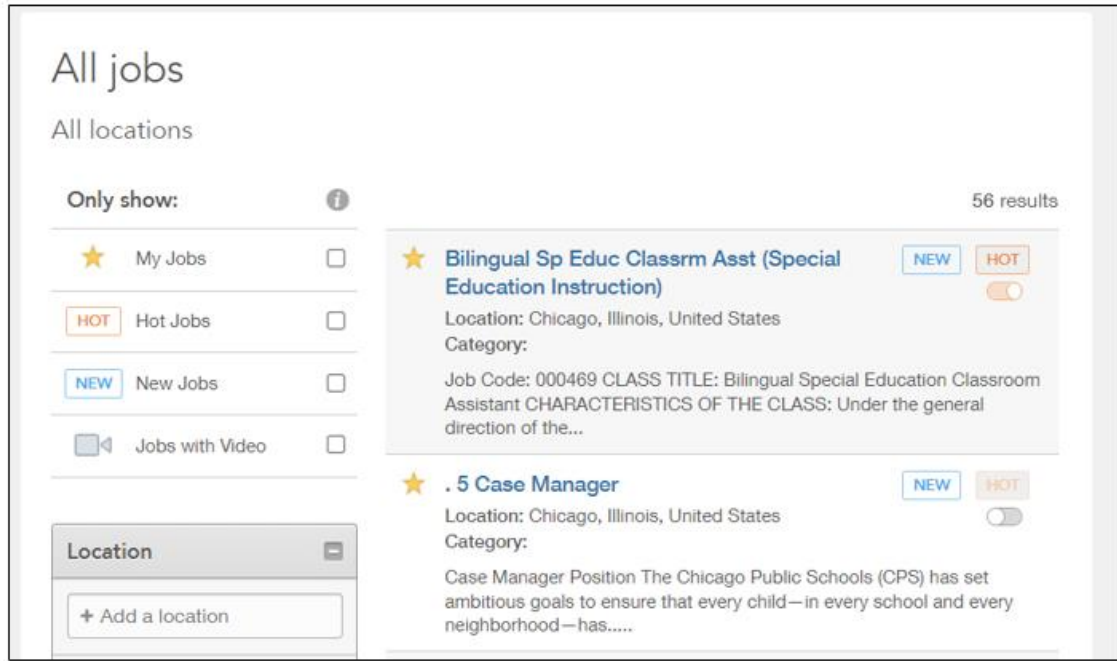
```
body.job_list .filter_hldr .filter_row_hldr{ border-top: 0; border: 1px solid #e9e9e9; border-radius: 10px; }
```

}

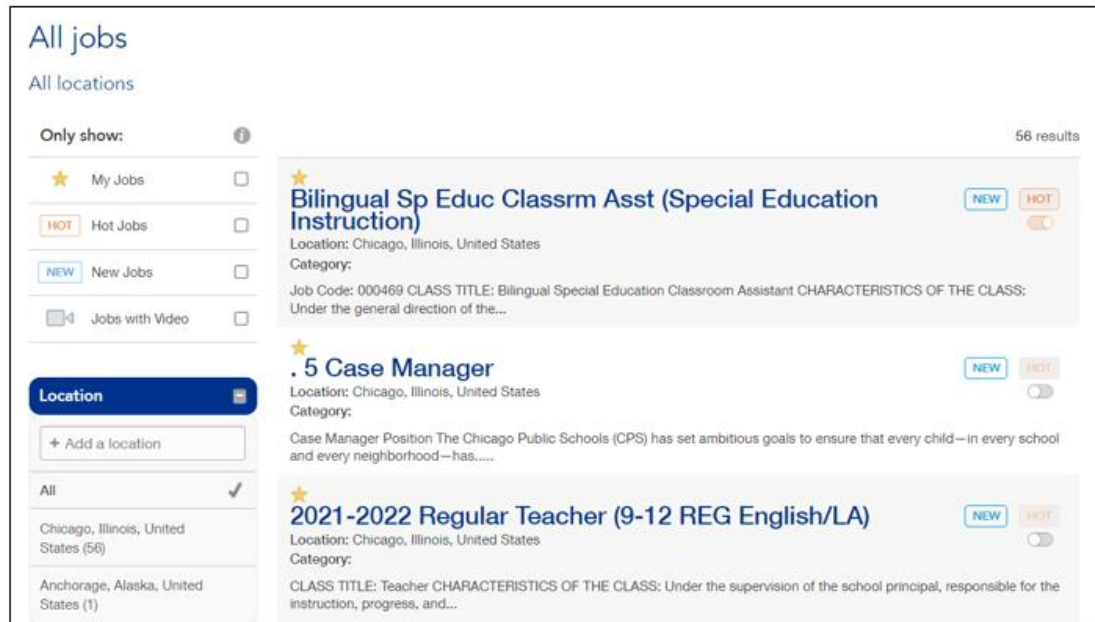
3.7 All Jobs List:

All jobs color and alignment have been updated. Font size, line height and width also has been updated in new design.

Standard Design:



Customized Design:



Codes used:

```
#content .content_body .content_header .title, #content .content_body .content_header .subtitle{  
color : #00338e; }  
#content .content_body{ border : none;  
} #job_results_list_hdr.portal_listings,
```

```
#job_no_results_list_hdr.portal_listings{ display: flex;
justify-content: space-between; /* align-items: stretch; */
flex-wrap: wrap; }
@media only screen
and (min-width : 921px) { #job_results_list_hdr.portal_listings .job_list_row,
#job_no_results_list_hdr.portal_listings .job_list_row{
width: 44%;
margin-bottom: 10px; }

#job_results_list_hdr.portal_listings .job_list_row .jlr_Odd, #job_no_results_list_hdr.portal_listings
.job_list_row .jlr_Odd {
background-color:#ffffff; border-right: 1px solid #979797
}

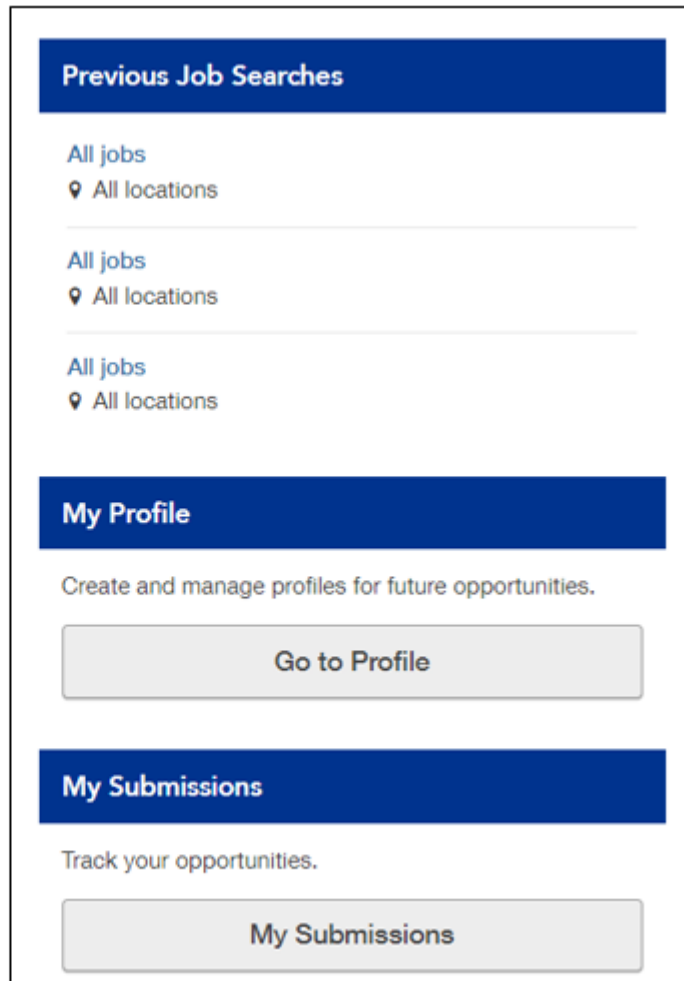
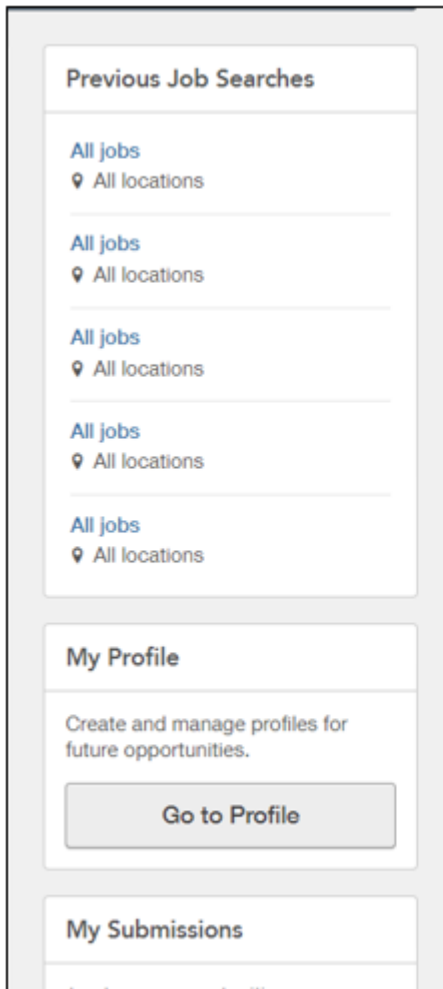
}
```

3.8 Previous Job Searches:

Header background has been highlighted with blue color and font colors are updated.

Standard Design:

Customized Design:



Codes used:

```
.job_list_row .jlr_right_hdr{ float:none;
display: flex;
```

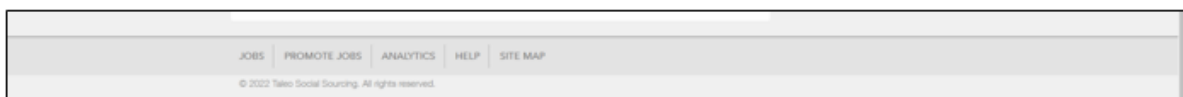
```
flex-direction: column; }
.job_list_row .jlr_right_hdr .jlr_content{ display: flex;
flex-direction: column;

}
.job_list_row .jlr_right_hdr .jlr_content .jlr_content_right{ display: flex;
justify-content: space-between; width: 100%;
}
.job_list_row .jlr_right_hdr .jlr_content .jlr_content_left { width:auto;
}
```

3.9 Footer:

Alignment and background color has been redesigned.

Standard Design:



Customized Design:



Codes used:

```
#footer {
background-color: #666666; }
#footer .footer_container .footer_nav_hdr .footer_content .footer_nav, #footer_modular .footer_container
.footer_nav_hdr.footer_content .footer_nav {
display: flex; margin: auto; display: flex;
align-items: center; justify-content: center;
}
#footer .footer_container .footer_nav_hdr .footer_content .footer_nav .nav_item a, #footer_modular
.footer_container .footer_nav_hdr .footer_content .footer_nav .nav_item a {
color: #fff; }
#footer .footer_container .footer_copyright, #footer_modular .footer_container .footer_copyright {
float: none;

text-align: center; }
#footer .footer_container .footer_nav_hdr .footer_content .footer_nav .nav_item a:hover { background-color:
#ffe;
}

#footer.compact .footer_container .footer_nav_hdr .footer_content { display: flex;
justify-content: space-between; }
#footer .footer_container .footer_nav_hdr .footer_content #footer_content { width: 50%;
}
```

3.3 Advantages of the proposed solution:

- **Optimized Mobile Experience:** Creating an accurate HDML site ensures that the career portal is well-suited for mobile devices, enhancing accessibility for users who access it via smartphones and tablets.
- **Improved User Interface (UI):** The use of CSS allows for precise control over the portal's design, resulting in a visually appealing and user-friendly interface. This can lead to a more satisfying user experience.
- **Engaging Multimedia Content:** Incorporating dynamic videos using JavaScript adds interactivity and engagement to the portal. Videos can effectively convey information, showcase the company culture, and provide insights into job opportunities.

- **Data Integration with Oracle:** If integrated with Oracle, the portal can efficiently manage and retrieve data related to dynamic videos, job listings, and user profiles. This ensures data reliability and accessibility.
- **Strategic Positioning:** Positioning techniques optimize the placement of elements, improving the portal's layout and usability. This can reduce user confusion and friction, ultimately leading to increased user satisfaction.
- **Comprehensive Functionality:** Configuring key components during the build stage, such as user authentication, job search functionality, application forms, and analytics tools, ensures that the portal offers a comprehensive range of features to both job seekers and recruiters.
- **Enhanced Branding:** By extensively working on branding files and elements, the portal aligns closely with the organization's brand identity. This consistency helps in building and reinforcing the brand's image and reputation.
- **Scalability:** The technical implementation provides a foundation for scalability. As the organization grows and evolves, the portal can accommodate increasing volumes of job listings and users while maintaining performance and usability.
- **Efficient Data Management:** Integration with Oracle or other databases ensures efficient data storage, retrieval, and management. This is crucial for maintaining a database of job listings, candidate profiles, and application data.
- **Analytics and Insights:** The inclusion of analytics tools allows organizations to gain valuable insights into user behavior, track the performance of job listings, and make data-driven decisions for continuous improvement.
- **Competitive Advantage:** A well-implemented career portal with these advantages can give the organization a competitive edge in attracting top talent. It reflects a commitment to providing an exceptional user experience and showcases the organization's technological sophistication.
- **Cost-Effectiveness:** While there may be initial development costs, the long-term benefits of an optimized career portal can outweigh the investment by attracting high-quality candidates, reducing administrative overhead, and streamlining recruitment processes.

Feasibility considerations:

- **User Experience Improvement:** Enhancing the user experience and providing engaging multimedia content through dynamic videos aligns with practical goals for attracting high-quality candidates.
- **Usability and Branding:** The emphasis on positioning, layout optimization, and branding elements contributes practically to a visually appealing and user-friendly portal.
- **Economic Feasibility:**
- **Cost-Effectiveness:** While there may be initial development costs, the long-term benefits of an optimized career portal, including attracting high-quality candidates and streamlining recruitment processes, can justify the investment.
- **Competitive Advantage:** Gaining a competitive advantage in talent acquisition and employer branding through an enhanced career portal can lead to cost savings by reducing time-to-hire and attracting top talent more efficiently.
- **Scalability:** The technical implementation's scalability ensures that the portal can accommodate growth without significant additional costs.
- **Efficient Data Management:** Integration with Oracle or similar databases contributes to cost-effective data storage and retrieval, critical for maintaining candidate profiles and job listings.
- **Analytics and Data-Driven Decisions:** Analytics tools enable organizations to make informed, cost-effective decisions for portal optimization and recruitment strategy.

CONCLUSION:

The proposed solution is not just a technical upgrade but a strategic investment that enhances an organization's ability to attract top talent, streamline recruitment processes, and maintain a competitive edge in today's dynamic job market. It signifies a commitment to providing an exceptional user experience and aligning with modern standards, ultimately contributing to the organization's success and growth.

Acknowledgments:

The author wishes to express their gratitude to multiple client teams for their valuable insights and support during the proposal development.

References:

Journal article

- [1]. Sai Raj Kondogi Shiridi, Strategically implementing a series of critical refinements to organization external-facing career portal, how can these changes effectively entice and engage top-tier, high-caliber talent as part of the organization recruitment initiatives

Book/Configuration Guide Oracle:

- [2]. Oracle Corporation Version 23 C - Implementing Recruiting
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Webpage

- [4]. <https://docs.oracle.com/en/cloud/saas/taleo-enterprise/23b/otcug/Chunk1492848884.html#id20101124085340762>
- [5]. https://docs.oracle.com/en/cloud/saas/talent-management/23c/faimh/index.html#COPYRIGHT_0000
- [6]. <https://docs.oracle.com/en/cloud/saas/talent-management/23b/faimh/toc.htm#Contents>