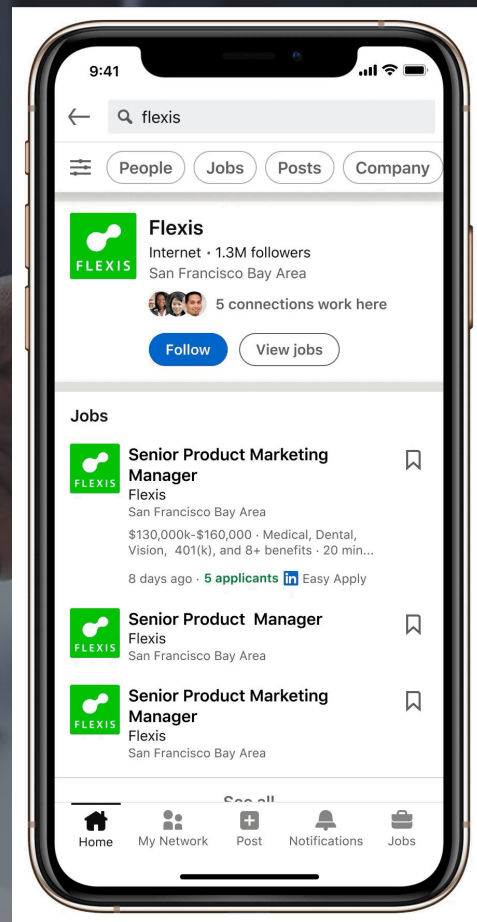




Improving Job Listings

Aug-2021



Persona: Frustrated Fred, Active Job Seeker

Fred checks LinkedIn daily for career related content and new opportunities but ends up spending extra time on other sites to find what he needs.

About Fred

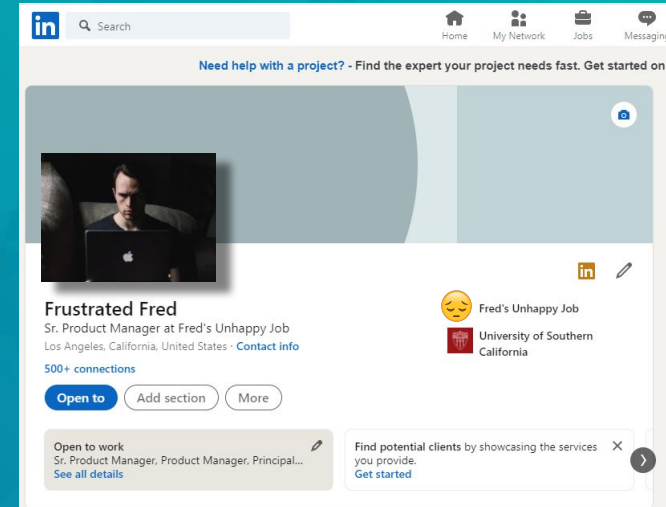
He's a Senior Product Manager with 5 years of experience, looking for next level opportunity in product management. He knows he needs a presence on LinkedIn to be noticed by recruiters and can leverage the job search tool to find his next job. However, Fred finds a gap in the LinkedIn job postings and often goes other to sites to get more information about the company and details about the job, like salary and benefits information. Fred wants a one stop shop and hopes LinkedIn could be that place as it has all his career information and network already.

Pain Points

- Not sure how to get noticed by recruiters
- Unengaging Content
- Not being able to do a well refined job search and see all job related information in one place

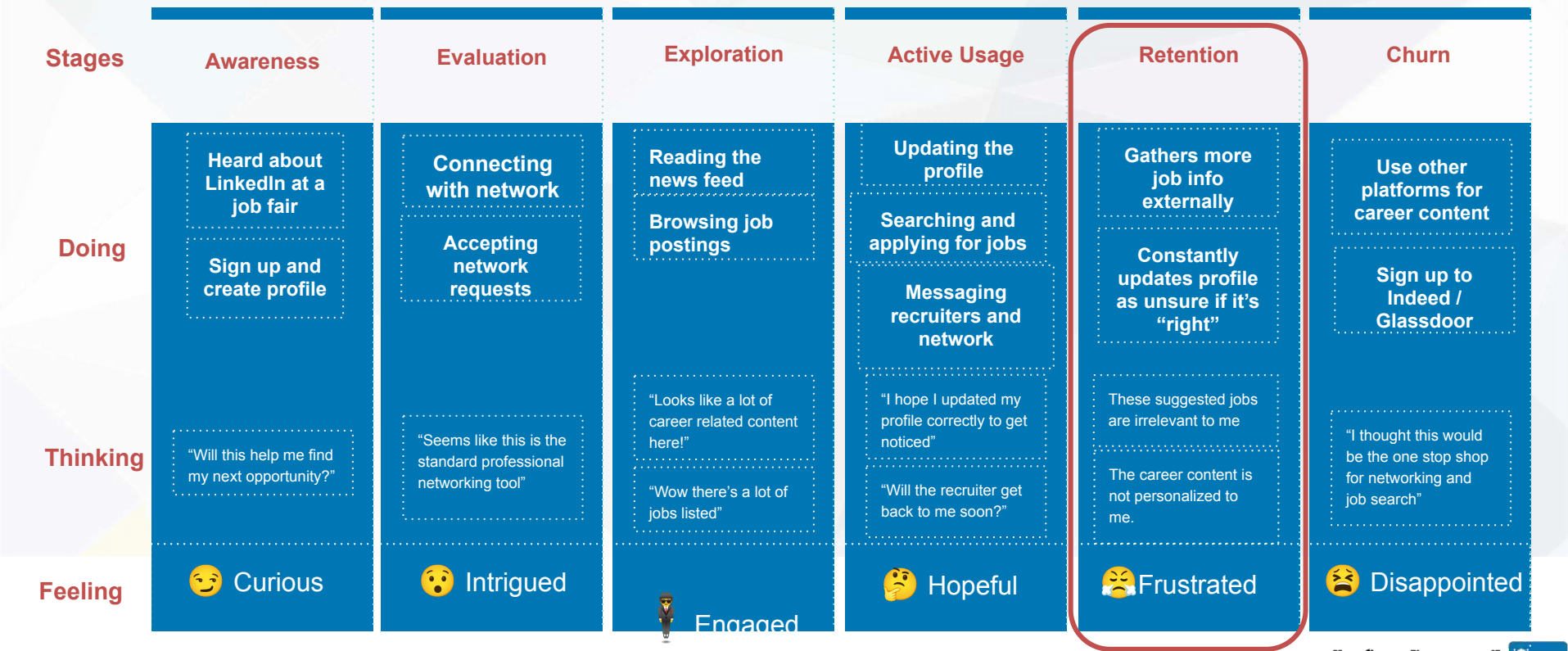
Goals

- One-Stop Job Portal: Spend less time going to different platforms to gather all job related information, market trends, and connect with his network.
- Shorter Application Process: Get connected to recruiters and apply for the right jobs for him.



Journey Map: Most friction builds at the retention stage

Feedback from 20 active LinkedIn users



Problem Statement



“Job seekers looking to advance their career, often find **job posting information incomplete** and **lack fundamental details**, resulting in drop off to other job search platforms.”

Ideation and Key Metrics

Winning Idea: Aligns with LinkedIn Primary Goals

1

Labels and Feedback Survey

Pros:

- ↑ engagement
- ⦿ for recruiters
- ↑ quality of job posts

Cons:

- continuous job seeker's inputs & recruiter's buy-in

2

Standardize Listings

Pros:

- ↑ quality of job posts

Cons:

- Reduces unique postings

3

AI-Powered Job Match Model

Pros:

- ↑ job search experience

Cons:

- Development time
- Initially requires higher engagement from users to optimize and show more relevant results.

Hypothesis

Labels and Feedback Survey - by optimizing the quality of job listings on the LinkedIn platform, we will improve the job seekers' engagement and increase the number of jobs applied or saved by 10%

Possible Key Metrics

Metric	Pros	Cons
# of Intervals between applied or saved jobs	- Measure the engagement and conversion without leaving the site.	Wouldn't infer quality of job listing. Could be imperfect.
Bounce rate	- It's a key-action tracking metric. - It measures the user drop off between steps, such as when a user initiated a step or accessed a feature and then exits without triggering or completing other steps. Would infer the job listing quality. - Can be segmented by user persona	May need higher data instrumentation resources.
# times the listed jobs are applied or saved	- Measures the conversion rate.	Wouldn't infer the job listing quality.

Success Metrics

Primary Metric:

Bounce Rate: Reduce the bounce rate in the job listing tool by 10%

Guard-rail Metric:

Average weekly job listings' views does not decrease

Labels and Feedback Survey Prototype



User Testing Results: The most important factor was the anonymity of the feedback

Prototype tested with 24 LinkedIn users holding characteristics similar to user persona

10%

Users would provide feedback on job listings

"I would submit a rating. I believe it's going to encourage companies to post more detailed listings"

100%

Users were able to submit a rating and understood salary/benefit labels

"This is straightforward. It was clear where I could submit a rating."

100%

Retention of job seekers

Validated new feature did not adversely impact user experience

LinkedIn Jobs Tool Roadmap

Improving end-to-end job searching experience through integrating job posting data



Questions or Comments?

Arigato... (Thank you)



Indu