

Training Guide for Sales and Customer Support

Background:

Today, college graduates today are less likely to be in the labor force or employed than their predecessors. According to a University of Washington study, roughly 53% of recent graduates either are unemployed or underemployed. On the other hand, the process is taking longer, it takes 21 to 80 job applications to get one job offer, on average.

With signs of the COVID-19 pandemic ending, we have experienced a wave of resignation dubbed "The Great Resignation" with record numbers of people leaving their jobs, leading to record number of open positions in the USA.

From these observations, we at LinkedIn that the job matching market today is not very efficient, in fact, it is fractured. We strongly believe that LinkedIn has a part to play in giving our graduates who are the future backbone of the economy the strongest chance in finding and discovering work that are suitable for them and their competences.

Problem Statement: We have built an app that is designed around graduates and their needs to help them find their best work.

Product Goals: We are introducing curated jobs that are personalized to our users and tik-tok inspired feeds (an experience that they are already familiar with) to help them better discover job opportunities that are based on their interests. Along the way redefining how work is found in the first place. As we have the largest database of graduate jobs and the most active professional network on the internet, we believe that we can create value by connecting these talents with opportunities at scale.

Market background:

We are operating in the staffing and recruiting industry where we compete with other companies in helping other organizations find staff, vice versa, in particular the graduate and student placement sector. The market size for the entire industry stands at 151.8b USD in 2019 (pre-pandemic), and 119.4b USD in 2020 (pandemic levels). We believe that in 2022, the market size will return back and/or exceed pre-pandemic levels due to "the Great Resignation" phenomenon.

Target Audience

- College Graduates/Graduating Students - Student who have just graduated or are in their final years of their programs and are actively searching for job placements
- Enterprises, Startups and Organizations looking to fill entry level graduate positions or have graduate program /graduate development/trainee program ambitions that look to hire people on regular cycles

Competitors

ZipRecruiter

- ZipRecruiter started as a way to help small businesses find great candidates has grown into a leading online employment marketplace that connects millions of job seekers with companies of all sizes
- They have over 2.8 million businesses and 110 million job seekers
- Users can input on the app what type of job they are looking for, such as the job title and keywords, and then let it do the rest! In addition, it tells you when your job application is viewed.
- Simple, one click applications and ability to search for jobs in one place
- Top rated job search app on iOS

Indeed

- Indeed is the #1 job site in the world with over 250 million unique visitors every month¹⁰.
 - Largest repository of jobs (16 million)
- Indeed strives to put job seekers first, giving them free access to search for jobs, post resumes, and research companies.
- Indeed.com provides information relating to the job such as salary data, ratings and reviews of companies

Product Background:

Features:

1	Questionnaire	Users can be guided through a 4 part onboarding process consisting of a questionnaire that is a mixed multiple choice questions: <ul style="list-style-type: none">- Their University- Their specializations- Their passions- Values & Culture
2	Tiktok Styled Job Feed	Based on the initial user inputs from the questionnaire, they will be presented jobs that match their preferences, at this point,

		they are not refined yet but based on the implicit and explicit information that users provide the app, it will inform what job posts they might see in the future.
3	Recommended Job List	Users will be presented with a personalized, curated recommended job list based on the outputs from the recommendation engine. It uses the inputs and interactions from the questionnaire and job feed to train the algorithm for suggestions.

[Link to Mocks: Figma](#)

Benefits to users

1. Curated jobs that are personalized to our users that not only takes into account education but also interest, passions, values, etc
2. Tik-tok inspired feeds (an experience that they are already familiar with) to help them better discover job opportunities that are based on their interests.

Where users can find the product

App will be available on the Apple Appstores and Google Play Store for download at launch

How to use the product

1. After downloading and installing the app
2. New users can sign up for an account using email or any of the suggested methods like google, facebook or apple
3. Existing users can sign in to their account using their username and password
4. Users will be brought through a short 4 part questionnaire on their education, specialization, passions, values & culture
5. After, users will be presented a For You feed of job posts to get the ball rolling.
 - a. Their first set of likes, comments, and interactions will initiate an early round of recommendations as the system begins to learn more about their job preferences
 - b. Over time, your For You feed should increasingly be able to surface recommendations that are relevant to your interests.
6. At any point in time, you can hit on the Recommend Me button, and you will be presented with a personalized, curated recommended job list based on the outputs from the recommendation engine.
7. From this stage, users can apply to any job of their interest
8. User will be asked to build up their resume before submission

Known issues:

Issue 1: Without completing the questionnaire, users may find that the recommended job list may not be relevant.

Resolution 1: The completion of the questionnaire will be highly recommended. This allows the app to develop an initial feed, and it will start to polish recommendations based on your interactions with an early set of job posts. For users who don't complete the questionnaires, the app starts by offering you a generalized feed of popular jobs to get the ball rolling. Your first set of likes, comments, and save-to-list will initiate an early round of recommendations as the system begins to learn more about your content tastes. Over time, your job feed should increasingly be able to surface recommendations that are relevant to your interests.

Issue 2: Lack of offline mode

Resolution 2: The job feed will stop suggesting roles if the phone is not connected over the internet. However, the recommended job list will show the user the list that was last recommended. They will still be able to see the jobs but apply to the jobs that will not be available until there is an internet connection. Offline mode is something the team will work on eventually but it is not a functionality that will be prioritize at the moment

Pricing:

Users:

Promotion: First 6 months subscription package of 49.99 USD for anyone signing up at launch

After promotion: 29.99 USD/month

App will launch in USA first

- 51% of US College Graduates use LinkedIn
- 4 million or 18% of all college students graduate each year.

Terminal Goal after 3 years = 51% of market (1-3 year goal = 30, 35, 51%)

Number of potential users in the market = ~2m users

Premium membership 1 year = 29.99 USD * 12 = ~360 USD/year

Revenue Goal = 360 USD * 2m = 720m USD

Enterprises:

First 6 months:

- Free to list unlimited number of jobs at the same time

After 6 months:

- Promoted Job Posts
 - Cost-per-click
 - The cost of each click is determined by an algorithm that looks at where your job is located and how many competing, similarly titled posts have been created within that market.
 - Calculate the cost of each click (clicks and views are one in the same) by dividing the total spend amount by the number of views the job has received. All this information can be found on the job details page.