

# Recruiting Directory Tiles

Recruiting is partnering with Content Services to have [Directory Tiles](#) directing users to the Mozilla Careers page. This will serve as a new strategy for Recruiting to source top talent.

There are two types of content a user could receive:

- Tile that directs all users to Careers home page (not geo-targeted)
- Tiles that geo-target users based on their proximity to our office locations (for example, “We’re hiring in Portland” for users based in the Portland region).

The long term vision of the program is to advertise individual job postings we are hiring for, and target users based on location/their voluntarily given internet activity/interest.

While live we will AB Test through Optimizely for click through rate and monitor increase/decrease in traffic to the Careers Page.

# Recruiting Directory Tiles – Style / Format Draft



Two categories of Tiles:

1. Standard Mozilla Careers (multiple on brand templates, directs users to Careers homepage)
  - High frequency appearance, to all users, in all countries we can hire in.
  - Does not require maintenance
2. Diversified, rotating Tiles customized to locations we are hiring in.
  - Send tiles to specific target candidates (by location) that direct them to Careers page with filtered locations.
  - For users not by an office, send Standard Mozilla Careers tile.

# Requested Design Resources

We plan to partner with a Contributor to build a tool that generates tiles customized to currently open requisitions- similar to his tool here: <http://cards.mozillakerala.org/>

**We need approved/branded content (backgrounds, logos etc.) to fit the Tile formatting guidelines (below) to build into the tool. When the Tile campaigns need to be updated, we will be able to easily create new tiles using the tool without needing to frequently request repetitive creative resources.**

## **Format**

File format: PNG 32 or high-quality JPEG

Dimensions: 580 wide x 360 high (72 dpi)

## **Background Color Requests**

(swatches or gradients, whichever Creative thinks looks best): Mozilla Red (#C13832), Mozilla Sand (#D7D3C8), Mozilla Charcoal (#4D4E53). Also, Careers Page blue gradient (as shown on previous slides).

**Logo Request:** Mozilla Careers (as shown on previous slides).

Question: What font should we use? What sizes do you recommend for the formatting to look best?