



# Stepstone Quality Standards

Every day, countless candidates search for their dream job on Stepstone - that's why we know exactly what appeals to them and how to make your job ads convincing.



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## Convince your candidates

Does your job offer qualify for an application? This decision often only takes a blink of an eye – then the best applicants have decided for or against the job with you.

We want you to leave nothing to chance. That's why this guidebook contains many practical tips and suggestions for how to present your company in the best possible way.

You will find out which additional information is most relevant for applicants, and which therefore should be listed. Whenever you have questions, just get in touch with us. Our experienced team will be happy to advise you.

## Stepstone Services

### Simply priceless: a dedicated contact person

Regardless of the size of your company Stepstone provides you with an experienced team of dedicated Customer Success Consultants. Your advantage: a well-established partnership with experts who understand your recruiting goals.

We will be happy to advise you on everything that will determine the success of your search for employees, e.g. optimising advertisements or designing your Company Profile. Also, if you have any questions about the RecruiterSpace, we will be glad to help you at any time.

Don't hesitate to [contact us](#) and use our extensive experience for your success!

### Simply more knowledge: The Stepstone training

Expand your personal know-how about successful recruitment in the Stepstone training sessions. Our experts offer you free online coaching.

- > In sessions of about one hour, you will receive valuable tips for your personal work.
- > The topics range from publishing and optimisation to the use of our CV database, to the many possibilities of the Stepstone RecruiterSpace.
- > For groups of 15 or more participants, we can also hold training sessions tailored to your company's needs.

All training sessions can be found here:

[Stepstone.be/training](https://stepstone.be/training)

# Your job advertisement - clearly structured

Regardless of the type of ad you choose, every job ad follows a uniform data structure. This ensures that the ad is displayed perfectly on all devices and appeals to candidates.

Job title

I'm interested button

Header image

Job Introduction

Tasks

Profile

Employee benefits

Video

Location

Employee benefits

The screenshot shows a job advertisement on the Stepstone platform. At the top, there's a search bar and navigation options. The job title is 'Inside Account Manager (m/f/n)'. Below the title, there's a 'Je suis intéressé(e)' button. A header image shows two people in an office setting. The main content includes a 'Description de l'entreprise' section, a 'Description du poste' section, a 'Qualifications' section, and an 'Informations supplémentaires' section. On the right side, there's a 'Company Card' for Stepstone, showing a 4.4 rating and various statistics. At the bottom, there's a 'Localisation' section with a map and a 'Temps de trajet' section with a calculator.

Company Card

(link to the Company Profile)

More details on how to create the perfect job ad on:

The perfect job ad

# Check briefly, publish immediately – the final check!

## Job title

Make the job title as incisive as possible.

- Write a known and clear job title
- You can add a sector (e.g. construction, B2B, FMCG, ...)
- Do not add an internal reference number to make sure you arrive on top of the result list
- Avoid indicating the location as this already appears under the job title and in the result list

## Location

Be as precise as possible. Always enter an existing postcode and, if possible, give the full address.

## Job description

The main duties and responsibilities should be described unambiguously and in detail.

- Use keywords to describe the role in five to eight bullet points
- Establish a hierarchy of duties by starting with the most important ones and ending with more minor details
- Round off the section with information on strategic topics, the level of operational responsibility and/or current projects

## Candidate's profile

Clearly state which requirements are essential and which are merely desirable. If no qualifications or prior knowledge are required, make this clear.

## Company profile

Create a Company Profile that provides the candidates with additional information about the company and the working environment.

## Maximise visibility

Translate and publish the job offer in other languages to maximise visibility.

## Our technology

We help you make the best use of our technology & platform to get the best possible results from day one. To bring companies and candidates together, Stepstone uses Artificial Intelligence.

Thanks to machine learning, we can present your job offer to the most relevant candidates. This technology enables job seekers to get suitable vacancies even without actively searching for them.

The accuracy of the content is therefore a decisive factor for the findability of your job ad. That's why Stepstone actively helps you achieve this accuracy.

We want all of our customers to experience better matching and higher quality recruitment through our technology.

## Quality Standards for job ads

**Results are crucial to us**, but above all we are a people company. Our employees go the extra mile day in day out for each and every customer. Whether you are hiring or looking for the right job, we know what needs to be done.

**Everything we do has one goal: bringing companies and candidates closer together.**

Each job offer published on our site is subject to a Quality Check by us. This is a control

performed by your dedicated Customer Success Consultant, as an integrated part of the Stepstone service.

As we are committed to quality and results, **we will implement the necessary changes to your job ads**. In case of major changes your job ad may be put on hold and your Customer Success Consultant will contact you to suggest and agree on adaptations before we put the ad online again.

## Stepstone cares about the “Human” in Human Resources

As representatives of our innovative brand & strategy your Customer Success Consultant and dedicated Account Manager will help you in every step of the recruitment campaign.



## How does it work?



We check the Layout, the title, the content, the application link & the categorization of your publications.



In case that everything is fine, we flag your job as “quality checked”



In case some adaptations are needed:

Possible scenario's	Stepstone adapts	Stepstone suggest improvements	Quality reviews
<p><b>1</b> <b>Minor changes</b> in layout/title/content/application link/categorization</p> <p>f.e. M/F is mentioned in the title.</p>	✓		
<p><b>2</b> <b>Major changes</b> in layout/title/content/application link/categorization</p> <p>f.e. the title doesn't match the description.</p>		✓	
<p><b>3</b> <b>Major changes</b> in layout/title/content/application link/categorization <b>that we can't change ourselves</b></p> <p>Missing «responsibilities» or «profile» in the job description.</p> <p>Discrimination in the text.</p> <p>There is an issue with the layout.</p> <p>The apply link doesn't work.</p> <p>An email address and/or URL link is mentioned in your publication.</p>		✓	✓
<p><b>4</b> <b>Your job offer is not allowed to stay online as it is</b></p> <p>The job is not on the correct language channel.</p> <p>Your publication is not a job (f.e. publicity, job event, ...).</p> <p>Your job is published twice.</p>		✓	✓

## Your job ad **adapted**



To maximise your chance of attracting potential candidates your job offer should be perfect from the start. In case a job has been published manually, we give ourselves the right to improve them to enhance the success of the recruitment campaign.

- When there is an incorrect layout: **We add bullet points, remove the extra spaces.**
- When there is an incorrect title (too long, using capital letters): **We shorten it by removing unnecessary information.**
- When the introduction contains a description of the company: **We remove it and copy/paste in your Company Profile.**
- When M/W is mentioned in the title and the job description: **We remove it.**
- When the job is published on the wrong language interface: **We publish it on the interface that corresponds to the language of the job description.**
- When there is a URL and/or email address mentioned in the job offer: **We remove it and add the following sentence depending on the language interface:**
  - NL: Klik dan snel op Ik ben geïnteresseerd om je kandidaat te stellen.**
  - FR: Cliquez sur Je suis intéressé.e pour envoyer votre candidature**
  - EN: You can simply apply by clicking on I'm interested.**
- When there is a mention of an event/jobday: **We remove it.**
- When categorization is wrong or can be improved: **We adapt accordingly.**
- When there is no postal code mentioned in the job location: **We adapt accordingly.**



## Your job ad in Quality Review

Your Customer Success Consultant will contact you to inform you that your job offer has been put in Quality Review, the reason why and advice you what to do to make it visible again.

If the necessary changes are not done, your job offer **will be automatically taken offline after 5 days and the credit will not be refunded.**

### When will we put your job offer in Quality Review?

- › If there is no **'responsibilities'** or **'profile'** description (both sections are mandatory)



#### Why?

Because detailing the main tasks and desired profile will allow you to attract the candidates who have the right skills and filter out the ones who don't have them.

- › If there is **discrimination** in the text and we are unable to adapt it



#### Why?

Because there are a total of 20 personal characteristics (or criteria) that are protected by law and therefore cannot be mentioned in job offers:

- Age
- Sexual orientation
- Marital status
- Place of residence
- Ability
- Faith or philosophy of life
- Political belief
- Language
- Only refers to native language. You can never ask the candidate to have a specific native language.
- Current or future state of health
- Disability
- Physical or genetic trait
- Social origins
- Birth
- Nationality
- So-called race
- Skin inspection
- Origin
- National or ethnic origin
- Gender
- Trade union conviction

Discrimination is systematically prohibited, whether or not the employer intends to discriminate.

A job offer may not mention the gender of a candidate.

A discriminatory job offer is in itself a form of direct discrimination. It encourages certain candidates not to apply and consequently hinders their access to the job market.

That is why m/w is never allowed, always add an x. Preferable not in the title, but in the job description. Function can't be gender specific e.g., handyman → handyperson.

To avoid any physical discrimination you are also not allowed to ask for a CV with a profile picture.

If you would like more information on criteria protected by anti-discrimination legislation, please feel free to check this link:

<https://www.unia.be/en/grounds-of-discrimination/grounds-of-discrimination>

And in the following link you will also have more information regarding equality between women and men and gender-based discrimination:

<https://igvm-iefh.belgium.be/en/organisatie>

- › If there is a broken **layout** and we are unable to modify it

## Why?



**Your job offer needs to address candidates in the best possible way.** The secret is in the details, and it is important to make a good impression right from the start. An unstructured job description can make an interested candidate drop out and make you miss out on good applications.



### **Do not include email addresses and/or external links in your publication.**

It can confuse the candidate. Moreover, applications outside the standard procedure are not always traceable and distort the statistics that Stepstone offers.

- › If the **apply link** does not work and can't be corrected by us

If the apply link does not work and can't be corrected by us, candidates will not be able to send you, their applications.

## Your job ad **taken offline**

Your Customer Success Consultant will contact you to inform you that your Job Offer has been taken offline, the reason why and advice you what to do to put it online again.

### When will we take a job offer **offline**?

- › **When the text doesn't correspond with the language interface and we're unable to change it.**

It is important for our candidates to see the jobs in the language they have chosen beforehand.

Furthermore, if your job offer appears on the wrong language interface, it will not reach the audience you are looking for and will also not be relayed on the right publishing partner sites.

Here is what is allowed:

	Interface NL	Interface FR	Interface EN
Text NL	✓	✗	✗
Text FR	✗	✓	✗
Text EN	✓	✓	✓



Although it is allowed to publish a job on our 3 language interfaces in English, it is **always better to have the translated versions corresponding to the right language interface** to increase your chances of attracting the right candidates.

- › **If it's not a job (publicity, job event ,...)**

Stepstone is a job site. Our goal is to match the right candidates with the right companies.

Our site must be used for these purposes only.

- › **When a job is published twice**

In this case we will take one of the two job offline to ensure you make the best use of your credits.

**1 job ad = 1 publication = 1 credit consumed.**

# Bonus information

## Categorization tips & tricks

### Location

- › Put maximum 3 regions, job location can be more than one. NEVER use Caps lock, in case of more locations, always use commas “,”
- › “/-&+\*” are not allowed.
- › Don't use abbreviations.
- › Always add a postal code when the location is in Belgium (otherwise the job will not appear on VDAB).
- › Job location, main job location & selected regions (=provinces) must always match.
- › Use the correct translation of the location per language interface (eg. Antwerpen, Antwerp, Anvers).

### Job categorization

- › Put maximum 6 categories.
- › Less is more. Sometimes an apple is just an apple.
- › Use only relevant job categorization.
- › Only add management job categorizations when the person has the final responsibility, is part of the management team or determines the KPIs.

### Industry sector

- › Other can never be used in combination with other Industry sectors.
- › Other may only be used in case you are an HR office publishing for your customers without mentioning their name.

### Contract type + status

- › In theory only 1 contract type can be selected, except when it is specifically mentioned in the text.

### Level of Functions

- › Executive (only for the subgroup General Management).

### Worktype

- › Fulltime: Everything from 36h/week and more.
- › Part-time: Everything under 36h/week.

Your Customer Success Consultant will be happy to advise you and support you in every step of your recruitment campaign with Stepstone.

In case of questions, do not hesitate to contact your dedicated Customer Success Consultant or reach our team by sending an email to [sc@Stepstone.be](mailto:sc@Stepstone.be).



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## Contact

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**Jobs** are our job

