

My proposal for this scenario is to add an interactive map to the careers page using the HEINEKEN branding and the star from the logo to represent the office locations around the UK. These stars, when selected, would turn to the 'highlight' colour on the website and change the copy on the right hand side to discuss the location.

I would use this space to showcase video interviews with members of the location and high quality photographs detailing the different work areas available.

The videos would be where a portion of the budget would be allocated, I would want to make sure that the company was equally represented with interviews from staff across the salary range and with varied roles.

I would also want to organise some photography of the location and the workers there. Both in formal settings and in social ones, such as after work drinks or a team lunch. Are there areas of the locations that display the values and culture of the offices? Can we showcase free perks as well as office desks in a creative and interesting way.

These photographs and videos would allow potential candidates to peek inside the office spaces, feel that they have met the team and get a sense of the culture on offer.

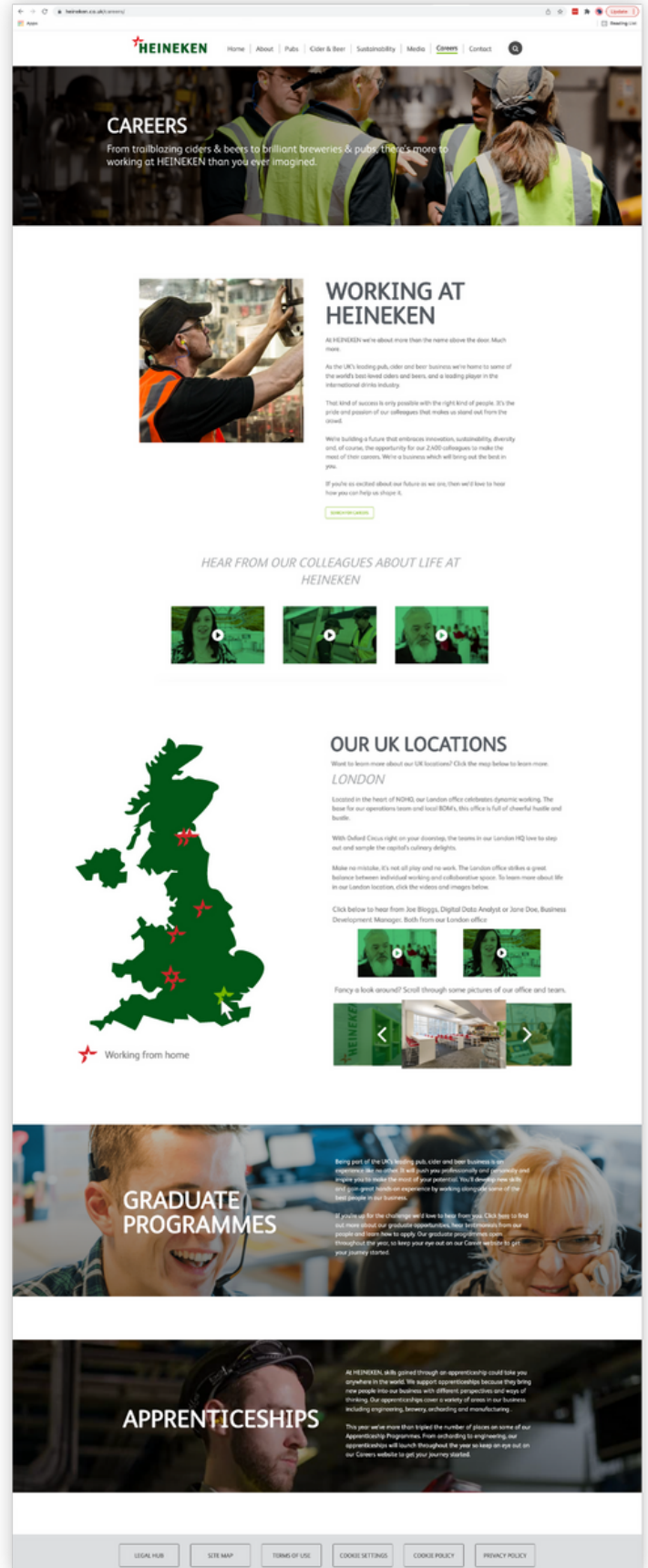
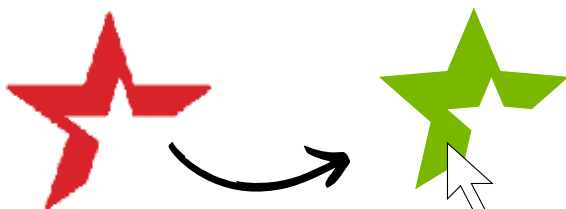
This content could also be repurposed across social platforms to help drive engagement and interest in particular roles.

I have gone into further detail of the map design on the second page.

## Star design



Stars change colour when interacted with



Utilising the bold green of the HEINEKEN logo as inspiration for the colour for the map and the red star to represent the locations of the offices.

This dynamic interactive addition to the website would provide a space to display everything that a potential candidate would want to know about the locations.

I have also included a separate "working from home" star underneath the map. This could be used as an opportunity to showcase the work undertaken to ensure your employees were able to work safely during the COVID-19 pandemic, and how remote working is now part of the company approach.

The video placeholders and image carousel play on the design for the rest of the page and also incorporate the bold green.



 Working from home

### Colour scheme



Fancy a look around? Scroll through some pictures of our office and team.



## Tone of voice and language

The tone of voice on the page continues the light and playful, matching the rest of the site.

This filler text would be in place next to the map before the candidate had picked a location. It could be used to outline the latest development in the onboarding process or explain how to use the map correctly.

## OUR UK LOCATIONS

Want to learn more about our UK locations? Click the map below to learn more.

You can learn more about what it's like to work at each of our locations, the culture and meet the team.

If you don't live near one of our locations, learn more about our work from home set up and how we're investing in remote teams across the UK.

Below is an example of the layout and the kind of information that this map format could be used to convey to potential candidates. I would also suggest putting a local email address for them to submit their CV if they would like to work in that particular location as well as someone they can get in touch with.



## OUR UK LOCATIONS

Want to learn more about our UK locations? Click the map below to learn more.

### LONDON

Located in the heart of the city, our London office celebrates dynamic working. The base of our Head Operations team and local BDM's the office is full of cheerful hustle and bustle.

With Oxford Circus right on your doorstep, the teams in our London HQ love to step out and sample the capital's culinary delights.

Make no mistake, it's not all play and no work. The London office strikes a great balance between individual working and collaborative space. To learn more about life in our London location, click the videos and images below.

Click below to hear from Joe Bloggs, Digital Data Analyst or Jane Doe, Business Development Manager. Both from our London office



Fancy a look around? Scroll through some pictures of our office and team.



[SEARCH FOR CAREERS](#)

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