

Seeking More Diverse Candidates

Project Goal

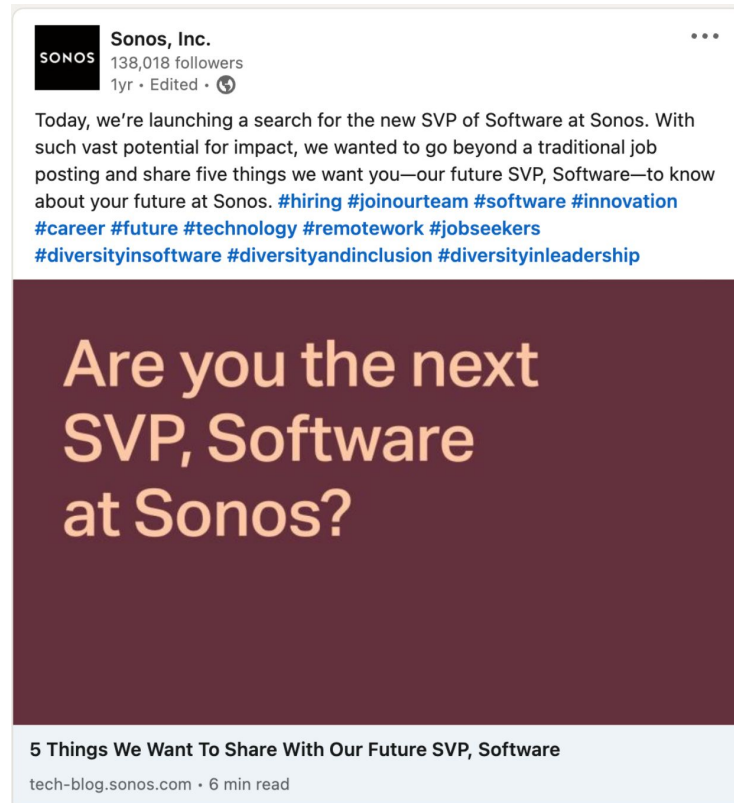
When Sonos was preparing to launch their search for a new *SVP, Software*, they wanted to reach a broader, more diverse pool of candidates.


Seeking More Diverse Candidates

Solution

With a compelling title and personable copy, I wrote a post for the Sonos Tech Blog that called out the "five things we want to share with our future SVP, Software."

A majority of the candidates cited the blog post as how they found out about the role and Sonos's Chief People Officer said the following: *"Huge thanks to Steven...Several candidates have mentioned the blog post is what compelled them to apply when they otherwise ignore job postings and recruiter outreach. Beyond the SVP search, this will be a great tool for our employment brand with all the hiring that's ahead."*



Sonos, Inc.
138,018 followers
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Today, we're launching a search for the new SVP of Software at Sonos. With such vast potential for impact, we wanted to go beyond a traditional job posting and share five things we want you—our future SVP, Software—to know about your future at Sonos. [#hiring](#) [#joinourteam](#) [#software](#) [#innovation](#) [#career](#) [#future](#) [#technology](#) [#remotework](#) [#jobseekers](#) [#diversityinsoftware](#) [#diversityandinclusion](#) [#diversityinleadership](#)

Are you the next SVP, Software at Sonos?

5 Things We Want To Share With Our Future SVP, Software
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