



Rewards

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Accor n°1 of the Top Career websites!

For 5 years, PotentialPark has been publishing **the ranking of the Top Career websites in France and in Europe**. After 2 years in the TOP 5 of the French ranking, **Accor finally reaches the 1st place of the French ranking** and enters directly at the **13th place of the European ranking** over more than 600 companies.

To get the French ranking, **100 companies were evaluated and over 4300 students were surveyed**. Five main points were analyzed by the students: the user friendliness, the presentation of the employer brand, the interactivity with visitors and potential candidates, the recruitment process and the handling of applications.

Accor made several evolutions in 2011 to reach the 1st place of the ranking, especially in the "Recruitment and Careers" section of the Corporate website Accor.com. Indeed, just in 2011, a **dozen of video and podcast testimonies** were uploaded, **about fifteen job descriptions** were added to the 30 already existing, a **new job quiz** was launched and a **"students and graduates" section was developed** at the end of the year.

In France, **Accor also takes the 2nd place at the TOP Online Application ranking with AccorJobs**. Available in 12 languages, this online tool was totally redesigned in 2011. Many improvements were made but the main evolution was certainly the **creation of the new section "Our guidelines for applying"** in which HR Managers tell us, through a video interview, how they realize their recruitments and give advice to make a difference.

Since January 2011, **Accor has been present on LinkedIn** and **AccorJobs offers can be seen in France on iPhone** thanks to the "JobAroundMe" application. The HR French blog Working@Accor will soon make place for an international **HR Facebook page which should be launched in March 2012**.

[Discover the "Recruitment and careers" section](#)

[Discover the AccorJobs website](#)

[Discover the LinkedIn page](#)