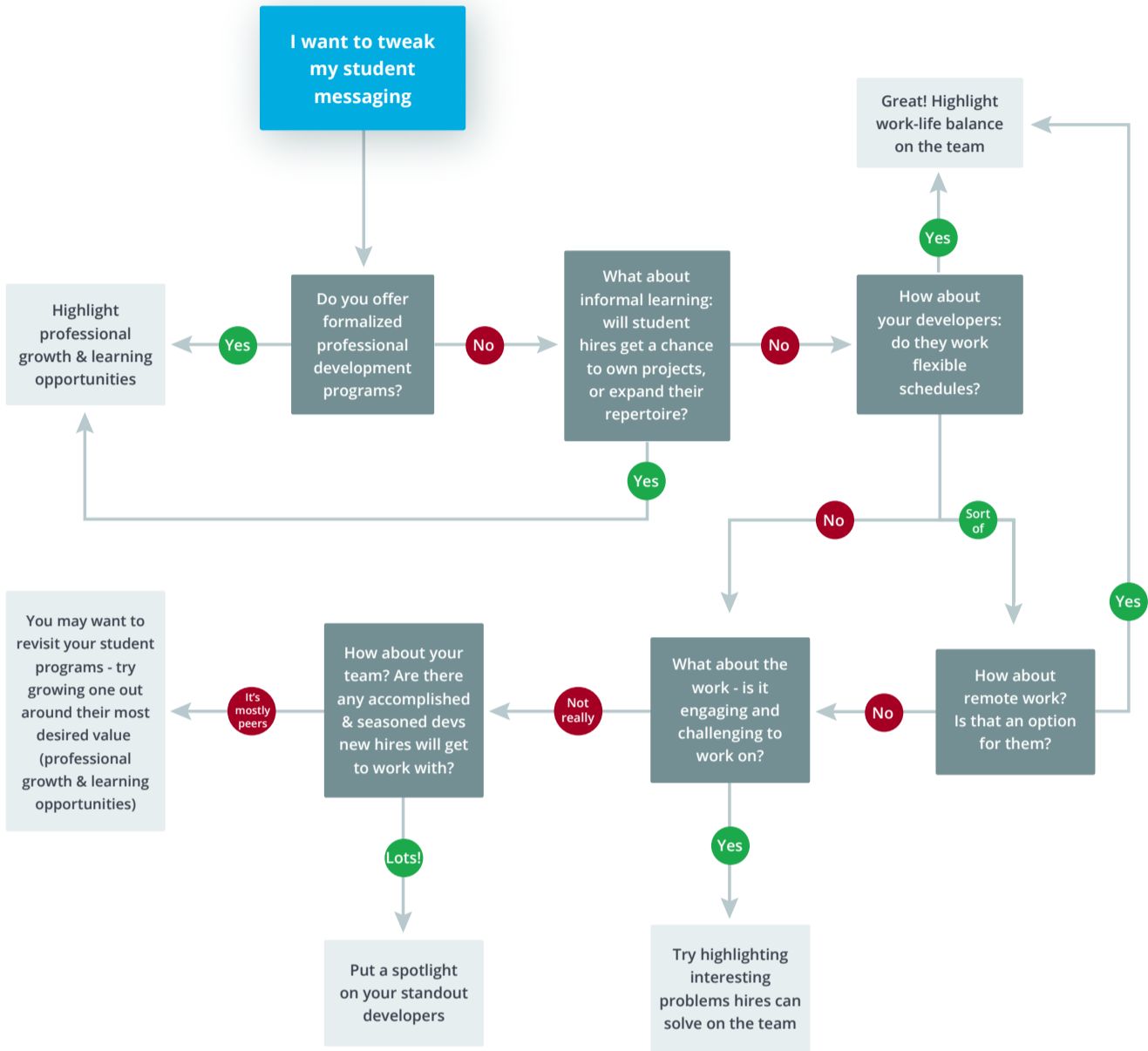


University Recruitment

Power Messaging

Unsure of what to highlight in your talent branding for student developers?

We identified the 4 most appealing job traits based on **input from 10,000+ student developers**. Use the flowchart below to identify your organization's most appealing job trait. Then, use the power phrases chart at the bottom of the page for messaging inspiration:



Student Messaging Power Phrases & Concepts

<p>If you want to highlight:</p> <p>Professional growth & learning</p> <p>Try mentioning:</p> <ul style="list-style-type: none"> • Growth opportunities • Mentorship • Experienced team • Professional development • Advancement • Training opportunities • Empowerment • Employee investment 	<p>If you want to highlight:</p> <p>Good work-life balance</p> <p>Try mentioning:</p> <ul style="list-style-type: none"> • Working from home • Flexible hours • Focus on outcomes • Health initiatives • PTO encouraged • Volunteer opportunities • Minimal crunch time • Employee happiness
<p>If you want to highlight:</p> <p>Interesting problems to solve</p> <p>Try mentioning:</p> <ul style="list-style-type: none"> • Challenges • New problems • Project driven • Real-world problems • Craft solutions • Creativity • Roll up your sleeves • Tangible impact • Ownership • Experimentation 	<p>If you want to highlight:</p> <p>Smart people / team</p> <p>Try mentioning:</p> <ul style="list-style-type: none"> • Previous projects include • Awards and accolades • Hackathons • Knowledge exchange • Supportive team • Collaborative environment • Getting things done • Adaptability • Learning on the job