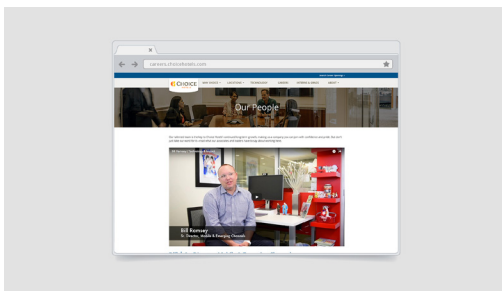
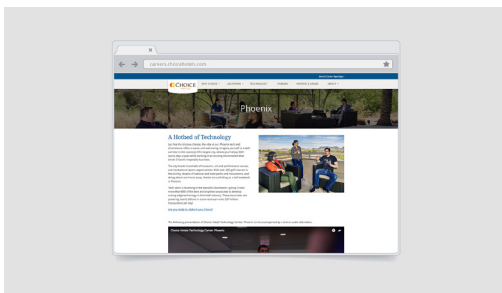
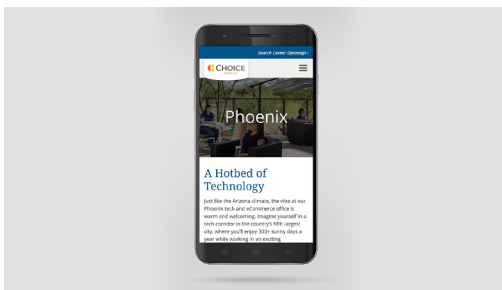
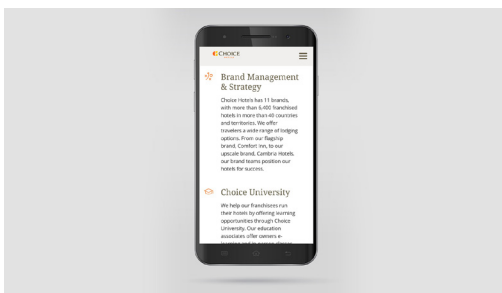
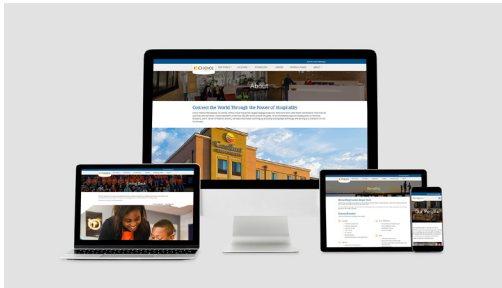


CHOICE HOTELS

CAREERS WEBSITE

Website Design & Development / Copywriting



ABOUT

Choice Hotels is one of the largest and most successful lodging companies in the world, with more than 6,400 hotels franchised in more than 40 countries and territories.

CHALLENGE

Choice tasked Novak Birch with redesigning the Careers website to appeal to high-quality, diverse applicants to fill workforce needs at all of its locations: Rockville, Maryland (worldwide headquarters), Phoenix (technology headquarters), and the field (property support and franchisee sales). Goals included:

- Attract qualified applicants at all levels of the organization, specifically focusing on the technology field.
- Evolve the Choice brand to strengthen their reputation as the preferred employer in the competitive hotel industry and the Phoenix technology sector.
- Update the site's look-and-feel and improve ease of use for site administrators.

SOLUTION

To attract applicants and help Choice stand out, Novak Birch wrote, designed, and developed a responsive, user-friendly Careers website that communicates the benefits of working at Choice, positions them as a tech-forward company, and encourages site visitors to search career openings. Throughout the site, employee-centric content, photography, and videos convey Choice's key differentiators, including its company culture, benefits package, desirable locations, diversity programs, global impact, and innovative work. Our solution included:

- **Informative Content:** We crafted benefits-driven content that enables visitors to easily find information and incorporates clear calls to action to search career openings and apply.
- **Clean, Responsive Design:** We designed a modern site that reflects Choice's vibrant brand, while adhering to their brand guidelines and complementing their consumer site.
- **Videos:** We included videos to "show, not tell" Choice's culture and benefits. The home page video features their company culture—helping applicants see themselves working there—and a prominent call-to-action inviting them to search career openings. The Locations page features 360-degree videos of their corporate headquarters in Rockville and innovative tech center in Phoenix. The People page includes relatable videos of employees across various departments and levels of the organization sharing what it's like to work at Choice.
- **Intuitive Navigation & Functionality:** The site makes it easy for applicants to search for information according to:
 - » Who they are (corporate professionals, tech talent, summer interns, etc.)
 - » Where they are (DC metro area, Phoenix, or field)
 - » What career path they are interested in (legal, marketing, accounting, sales, etc.)
- **User-Friendly CMS:** It's easy for site administrators to update and maintain site content.
- **Timeline:** The History of Innovation page features an animated timeline with pop-up milestones that demonstrate Choice's impact as well as their history of and commitment to innovation.