

### **Enhanced Member Profile:**

As a HERC member you have the ability to create an Enhanced Member Profile. This helps get your brand in front of job seekers. Access the Enhanced Member Profile by clicking on the “Learn More” button at the bottom of your account Overview page.

The Enhanced Member Profile will showcase your detailed institution profile to candidates. You can customize it to include as much information as you would like about your Institution.

Your profile will link to any active positions that you currently have on the site where your logo and company video (if included) will appear.

To begin you will click on the “Create your Enhanced Member Profile” link at the bottom of this page

- This will begin the set up process, where you will input your
  - Company Logo > be sure that it meets the size specs requirements
  - Not mandatory, but consider providing a more appealing profile are the Profile Header and Footer – again, be sure that it meets the size requirements
  - Next you can choose the Profile Sections that you would like to include for candidates to review. Simply check the box beside the areas that interest you.
  - You can choose to put your address and profile information if you would like, but it is not mandatory.
  - The next page will prompt you to begin filling out your profile features that you selected.