

# Sephora Expands Its Talent Community On Facebook With Work4 Labs And Lumesse



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**Worldwide beauty retailer partners with innovative recruitment solutions providers to improve employer branding and new talent acquisition**

San Francisco, California, January 11, 2013, 1:50 pm -- /[EPR NETWORK](#)/ -- [Lumesse](#), a global leader in integrated talent management, and [Work4Labs](#), the world leader in Facebook recruiting solutions, have partnered with Sephora to improve the visionary beauty retailer's employer branding online.

As a long time user of Lumesse's recruitment solutions, Sephora sources and hires an average of over 1000 people each year. The company is constantly evolving to meet the challenges of the market, as seen with the recent integration of social networks into its overall branding strategy. Now Sephora has begun to interface Lumesse's recruitment solution with Work4 Labs's [Work for Us](#) application to allow recruiters to advertise their vacancies on their Facebook career pages, attract new candidates, and promote their employer brands.

Innovation, automation and customization is key

In July 2011, Sephora migrated its HR Blog to Facebook and gave birth to the page [We Are Sephora](#), which quickly became a huge success. To date, the page has more than 23,000 fans in France and Europe — fans whose numbers continue to grow. Visitors can discover the different career opportunities and learn about training through video interviews with current employees. Visitors can also follow newsworthy events like store openings, awards, and partnerships, such as the business games Sephora organizes with MBA programs.

The central focus of Sephora's Facebook presence is its online recruitment. All vacancies on Sephora's career site, which have been managed with Lumesse's recruitment tool for several years, are now automatically posted on the Facebook page "We Are Sephora" using Work4 Lab's Work for Us.

Before the launch, Sephora already had a "Job Opportunities" tab; however, the Work for Us application allows for greater efficiency and visibility of Sephora's HR communication. This page does not just aggregate all of the available jobs, but also displays smart content, targeted at the profile of the viewing candidate. When a user "likes" a job, all of his friends are alerted, which expands Sephora's audience. The user can also view who among his friends would be best fit for a particular position, "share" or "send" a job opportunity to a particular contact, and perform more targeted research to find opportunities by location, keyword, type of contract or trade. These innovative and automated features create a real online Facebook community and offer a unique recruitment experience for the user and company alike.

By maintaining real contact with potential candidates, Sephora wins not only visibility, but also new talent. Since the establishment of these exchanges between the company and candidates, Sephora has also found that the company receives resumes from more qualified candidates than before.

### **About Sephora**

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open-sell environment features an ever-increasing amount of classic and emerging brands across a broad range of product categories including skincare, color, fragrance, body, smilecare, and haircare, in addition to Sephora's own private label. Today, Sephora is not only the leading chain of perfume and cosmetics stores in France, but also a powerful beauty presence in countries around the world. Owned by Louis Vuitton Moet Hennessy (LVMH), the world's leading luxury goods group, Sephora is highly regarded as a beauty trailblazer, thanks to its unparalleled assortment of prestige products, unbiased service from experts, interactive shopping environment, and innovation. For more information, see: [www.wearesephora.fr](http://www.wearesephora.fr)

### **About Work4 Labs**

Work4 Labs develops Facebook's #1 corporate recruiting solution, which enables tens of thousands of companies — including VMware, Gap, and L'Oreal — to hire qualified candidates across industries,

geographies, and pay-grades. Our award-winning products help recruiters easily launch branded corporate career sites on Facebook and mobile devices, and drive traffic, job applications, and employee referrals from the network's 1 billion users. Work4 Labs was founded in 2010, and is headquartered in San Francisco with an additional office in Paris. For more information, please visit [work4labs.com](http://work4labs.com) and connect with us on Facebook at [facebook.com/work4labs](https://www.facebook.com/work4labs) and Twitter @work4labs.

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