



ACCOR CAREERS

Content Management System (CMS)



Objective of this User Guide

- ✓ 1. Full understanding of the Content Management System
- ✓ 2. Complete autonomy in creating and editing content

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User Guide

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Introduction





Key Notions

Definitions – Website Structure – Content Management System





Introduction

Key Notions – Definitions

Accor Careers

Accor Careers is the official Accor Careers Website. It replaces the previous Accor Jobs.

Careers Website Languages

There are a total of 12 available languages on the Career Website: English, French, Spanish, Portuguese, German, Polish, Chinese, Japanese, Korean, Thai, Indonesian, and Turkish.

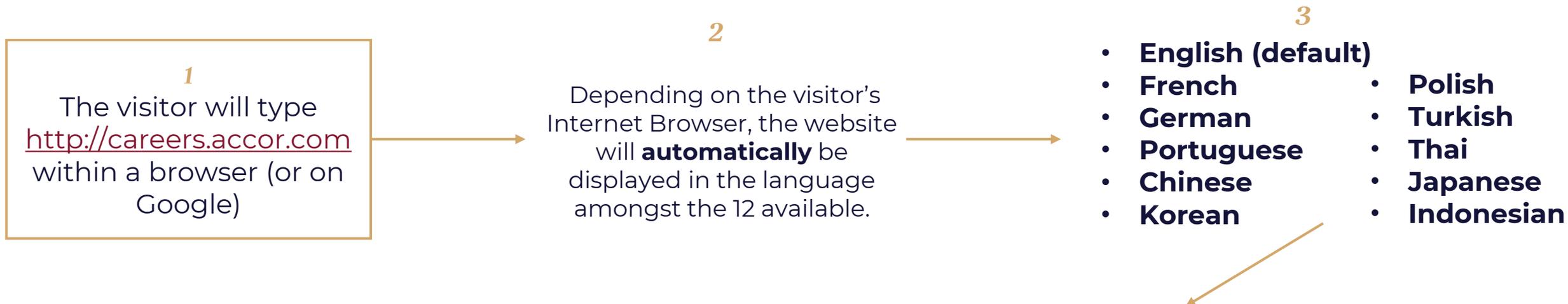




Introduction

Key Notions – Accor Careers Structure

To post content on the Careers Website, you need to understand its structure from a visitor standpoint.



For the visitor, **this operation will be smooth and invisible.**

From a content writing standpoint however, when creating/editing content, you will need to write it on the English Page and on the language page(s) applicable.

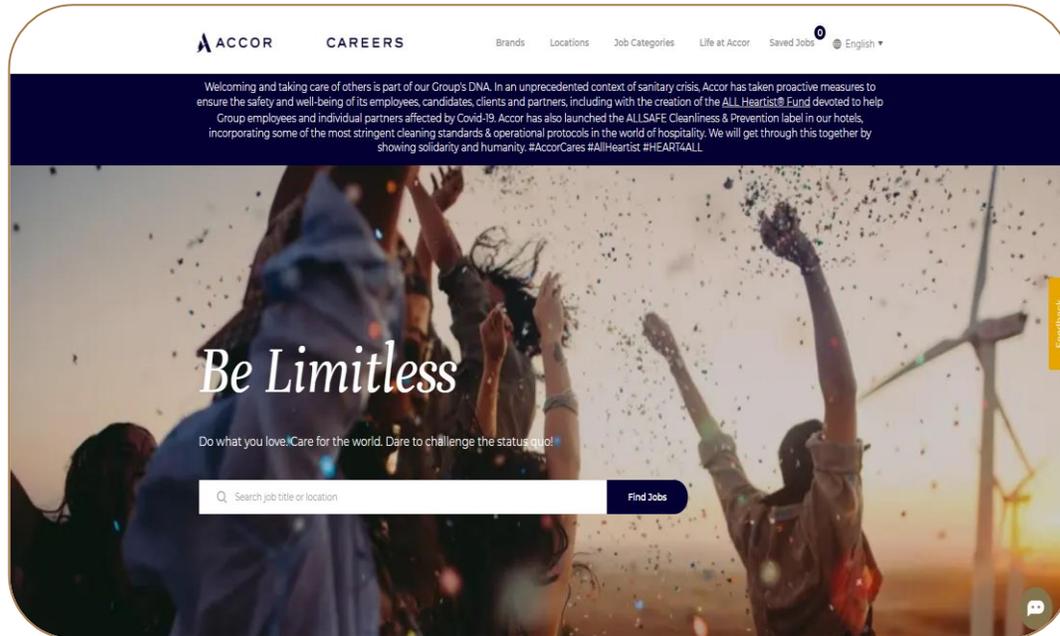
Example: if you are writing content for the country page “Germany”, you need to write the content in English and German.





Introduction

Key Notions – What is the Content Management System (CMS)?



The CMS is an online tool that allows you to create and modify content.

Three types of content can be posted:

- Text
- Image
- Video

Content can be used to promote/highlight different topics (non-exhaustive list):

- Accor News in the Hub/Country
- Content related to the EVP Pillars
- Focus on a particular hotel and/or activity
- New openings
- Meet-Ups and/or Campus Recruitment
- Employee testimonials
- Legal & Compliance Programs



All content must respect Accor branding guidelines and cannot be discriminatory in any way.



CMS is not used to post job opportunities/vacancies. This is handled either through INES-Taleo or CRM-Lite. *Separate training materials are available for this topic.*





2

User Rights and Scopes





Introduction

User Rights and Scopes

	CORPORATE & Hub T&C	Global Talent Acquisition Team
 Edit content	✓	✓
 Save content	✓	✓
 Approve content	X	✓
 Publish content	X	✓
 Delete content	X	✓





3

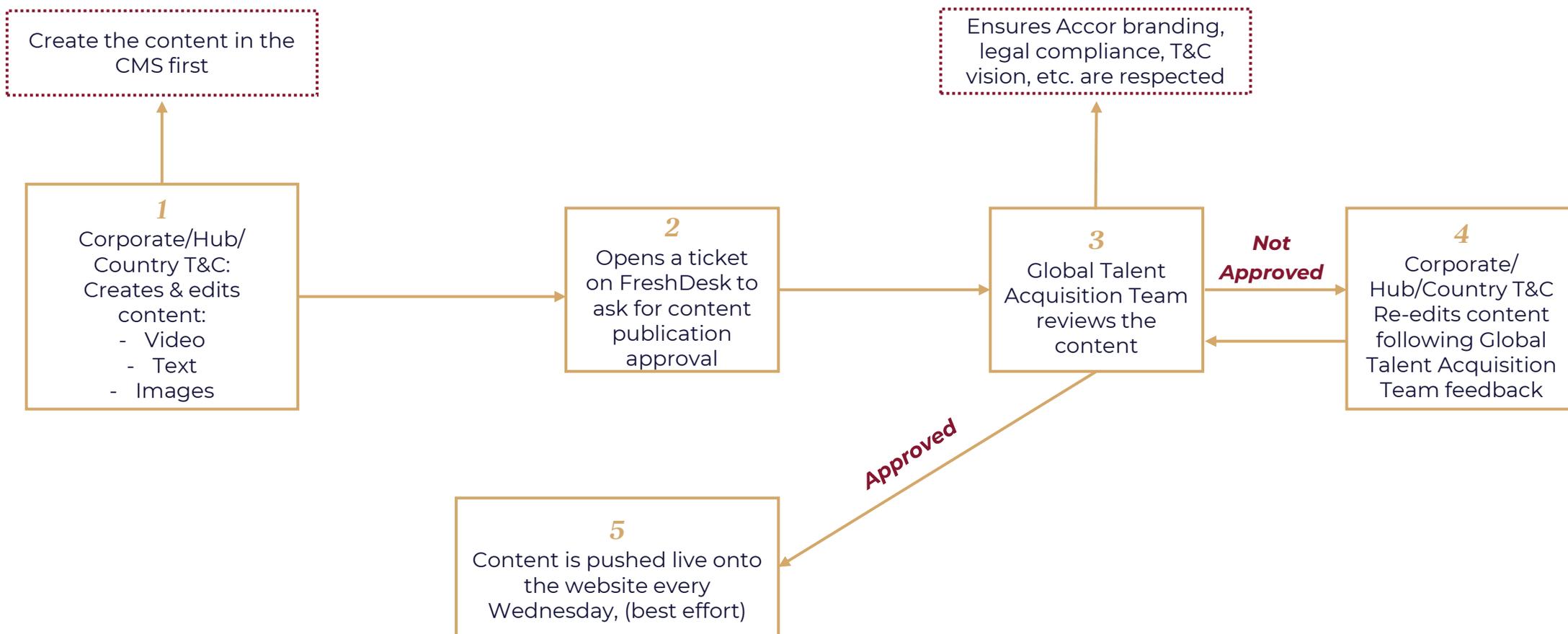
Approval Process





Introduction

Content Publication Approval Process Overview



! All content must respect Accor branding guidelines and cannot be discriminatory in any way.





Introduction

Content Publication Approval Process Overview – Focus on Step 2

INES-HELPDESK

Welcome

LOGIN SIGN UP

Welcome!

SIGN UP WITH US

Create your INES Support account.

Once you sign up, you will have complete access to our self service portal and you can use your account to raise support tickets and track their status.

Login to the support portal

Enter the details below

Your e-mail address

.....

Remember me on this computer

Forgot your password?

LOGIN

Are you an agent? [Login here](#)

1

Go to: <https://ines-helpdesk.freshdesk.com/support/login>
And click on "Sign up with us"

INES-HELPDESK

Welcome

LOGIN SIGN UP

Sign up for your Ines-helpdesk account

Region*

Full name*

Email*

Je ne suis pas un robot reCAPTCHA
Confidentialité - Conditions

REGISTER CANCEL

2

Fill in your information and click on "Register"





Introduction

Content Publication Approval Process Overview – Focus on Step 2

The screenshot shows the INES-HELPDESK Agent Portal. At the top, there's a navigation bar with 'Home', 'Solutions', and 'Tickets'. Below that, a search bar is present. A red box highlights the '+ NEW SUPPORT TICKET' button. Below the search bar, there's a 'Knowledge base' section with a welcome message and a list of articles under 'Access (14)' and 'Email (6)'.

The screenshot shows the 'Submit a ticket' form. The fields are filled out as follows:

- Requester ***: name.surname@accor.com
- Your Name**: [Empty]
- Topic ***: Accor Careers
- Category ***: Local content publication
- This ticket is in english ***: Yes
- Request title ***: CMS – Content – Hub XXXX – Language(s) XXX
- Description ***: Copy paste all of the content you want to be validated. At the end, indicate in which pages the content has been written: "Page XXXX (put the name of the page) - Image / Video (indicate if there is an image or a video)."

The 'SUBMIT' button is highlighted with a red box.

3 On your Dashboard, click on “New Support Ticket”.

4 Fill out all of the mandatory information. In **Request title**: put “CMS – Content – Hub XXXX – Language XXX ». Replace the first XXXX by your Hub and the second XXXX by the language you want to post your content on.

In **Description**: copy paste all of the content you want to be validated. At the end, indicate in which pages the content has been written. “Page XXXX (put the name of the page) - Image / Video (indicate if there is an image or a video).” Click on “Submit” to submit your Support Ticket.





Introduction

Content Publication Planning Overview

Content sent on Tuesday will be published on Wednesday of the week after.

Please keep in mind that it is your responsibility to create/edit your content in the CMS directly and then send a note via Freshdesk (not by email) when it is ready for review for publication.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Last day to send your content for publication on Wednesday	Review of the content before publishing	Content is pushed live onto the Careers Website every Wednesday, (best effort)	Send your content	Send your content	Send your content	Send your content

It will give Global Talent Acquisition Team enough time to review and validate the content

Content will appear instantly





4

Branding Guidelines





Introduction

Content Management System – Guidelines

Branding Guidelines

When adding/modifying your content (text, image, video), you need to follow 3 core principles:

-  All of your content must be professional and high quality
-  Must follow legal compliancy
-  Be encouraging and take cultural sensitivity into consideration
-  Whenever is possible, please add your

Please note that you can only post content related to your geographic scope.

Image format (size) will always be indicated in the tool, each time you will need it and the weight cannot go higher than 3 Mo. As for the video, it should be below 100 mbs and only in Mp4 format or an embed video from Youtube, Vimeo or Wistia

You must exclusively own any text/video/image you decide to post on the website.



*Create &
Edit Content*





Log-in to the CMS platform





Introduction

Credentials Process for the CMS

phenom
people.

Login

Please enter your login details

Email Enter email

Password

Login

[Forgot password?](#)

For CMS account creation requests:

Please open a ticket on Freshdesk (following the steps mentioned [here](#)). In **Subject** put “CMS – creation or change requests” and in **Description** put the following information : First Name / Last Name / Regions / E-mail Address

Please remember that we have a limited amount of licenses to allocate per Hub. Should you require to add or change a license holder, please open a Support Ticket. It is also recommended to limit the license holder in order to maintain a consistent tone of voice across the platform from an employer branding perspective.





Log-in

► Log yourself into the CMS platform:

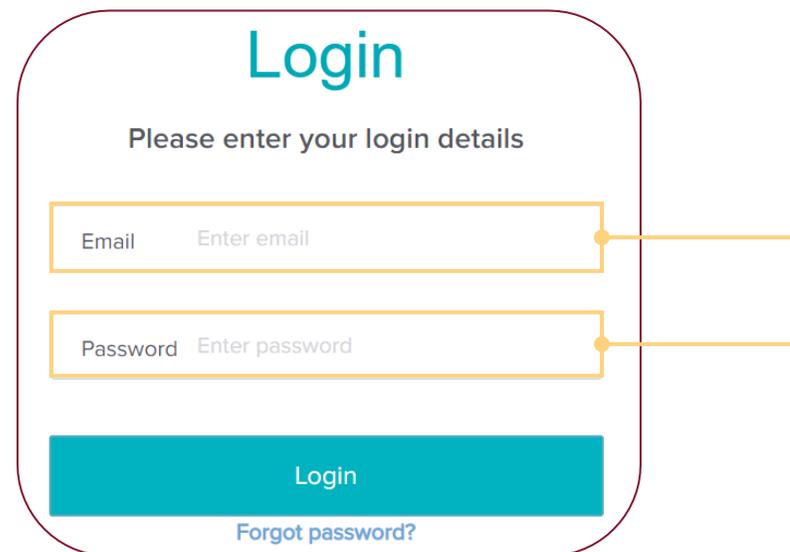
1

Click on the URL link.

<https://cms.phenompro.com/tier3/#/login>

2

Enter you Accor email and password created before.



The screenshot shows a login form with the following elements:

- Title:** Login
- Instruction:** Please enter your login details
- Email Field:** Labeled "Email" with a placeholder "Enter email".
- Password Field:** Labeled "Password" with a placeholder "Enter password".
- Login Button:** A teal button labeled "Login".
- Forgot Password Link:** A link labeled "Forgot password?" located below the login button.



For your 1st connection on the CMS platform, you will be sent an email from Phenom People once clicked on the URL link, you will be able to create a password.





2

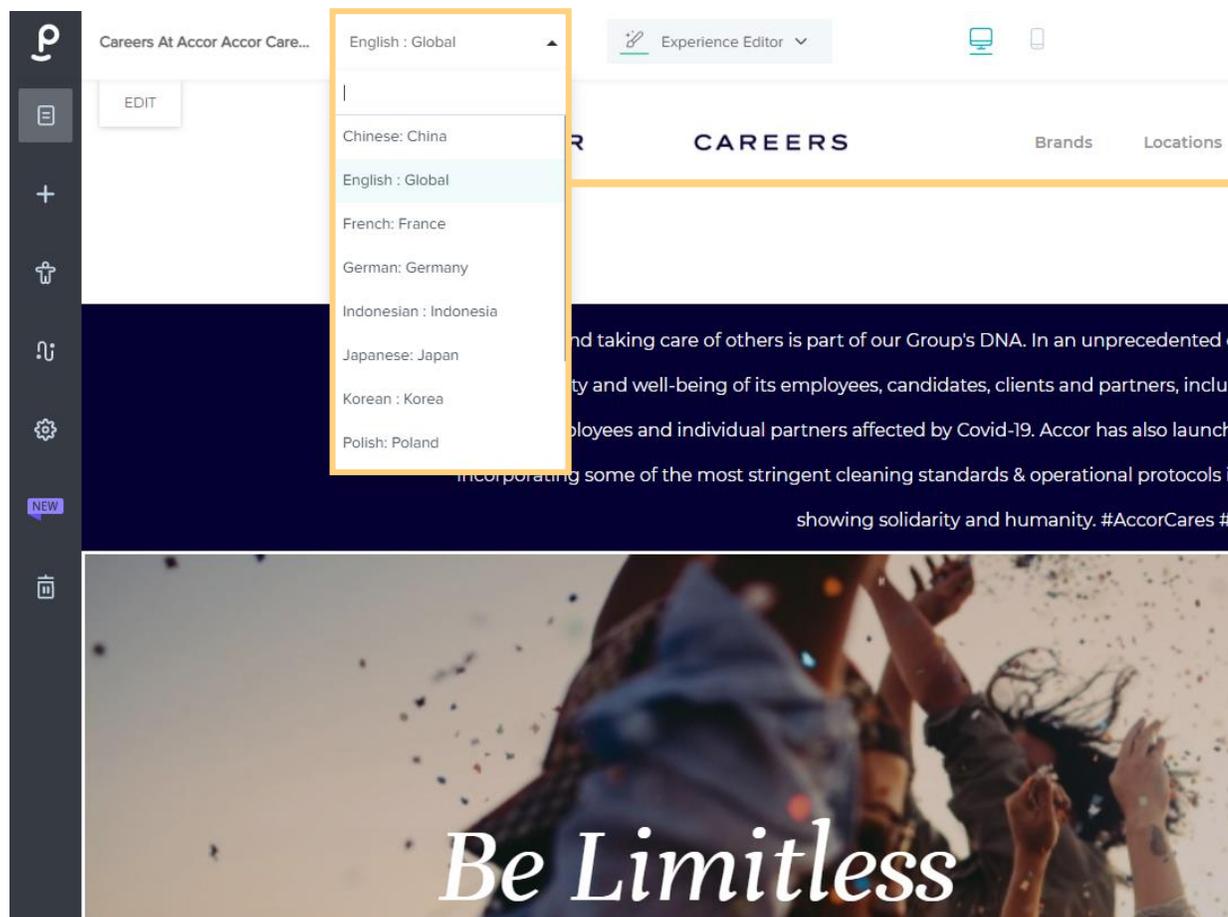
Language Selection





Language Selection

► The first step will be to choose the language you want to create/edit your content in.



Click on “English (Global)” and select your language, among the list of 12 languages. This list mirrors the languages of INES.





Language Selection

Ex: The South America Hub wants to promote a New Opening.

- ▶ South America will first need to look for all the languages spoken in the Hub and match it with the languages available in Accor Careers.
- ▶ In this case, there are 3 available languages in Accor Careers, which are spoken in the Hub. This means that the CMS Editor will have to publish the content in the following languages:

English (Global)



Portuguese (Brazilian)



Spanish



All content must always be written at least in English.





3

Hub and Geographic Area/Country pages



Hub and Geographic Area/Country Page



In the Career Website, you have 2 areas where content can be posted:

	Page Type	Description
	<p>HUB PAGE</p> <p>Ex: https://careers.accor.com/global/en/location-north-america Accessed through the header</p>	<p>Each Hub has its own page:</p> <ul style="list-style-type: none">• North America & Central America• South America• Northern Europe• Southern Europe• India, Middle East & Africa• Pacific• Greater China• South East Asia, Japan & South Korea• Corporate Offices
	<p>GEOGRAPHIC AREA PAGE</p> <p>Ex: https://careers.accor.com/global/en/germany Accessed through the header</p>	<p>Each Geographic Area/Country also has its own page and refers to specific geographic areas such as Germany, Singapore, Canada, Chile, France, etc. There are as many pages as there are geographic areas in which Accor operates in.</p>

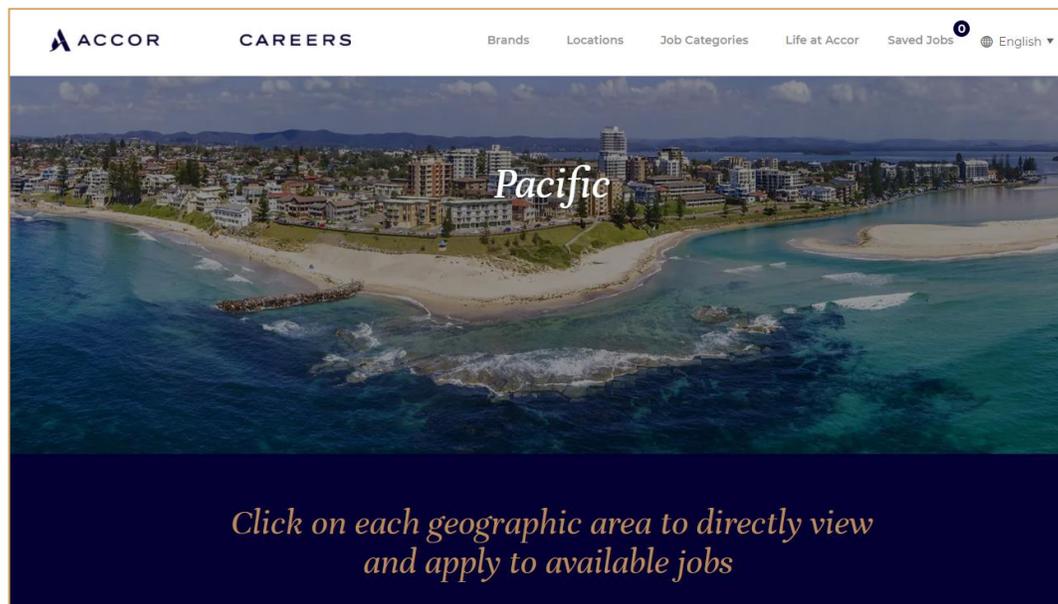
Remember: you are NOT permitted to modify content on any other pages





Hub and Geographic Area/Country Page

In the Accor Careers Website, you have 2 areas where content can be posted:



HUB PAGE

Ex : <https://careers.accor.com/global/en/location-pacific>
Accessed through the website header (Locations)



GEOGRAPHIC AREA/COUNTRY PAGE

Ex : <https://careers.accor.com/global/en/country-french-polynesia>

Accessed through the website header
(Locations > Hub page)





Hub and Geographic Area/Country Page

- 1 Click on **“Pages”** icon
- 2 Search for your Hub or country page in the **search bar**
- 3 Click on **your page. Let’s use the example of South East Asia, Japan & South Korea.**

► You can only modify a page related to your Hub (in the larger terms). Here the list of all the Hub pages :

- North America & Central America
- South America
- Northern Europe
- Southern Europe
- India, Middle East & Africa
- Pacific
- Greater China
- South East Asia, Japan & South Korea
- Corporate Offices

To find them, type “Location” and you will find the list.

If you want to publish in a specific geographic area/country, type its name on the search bar (next page)

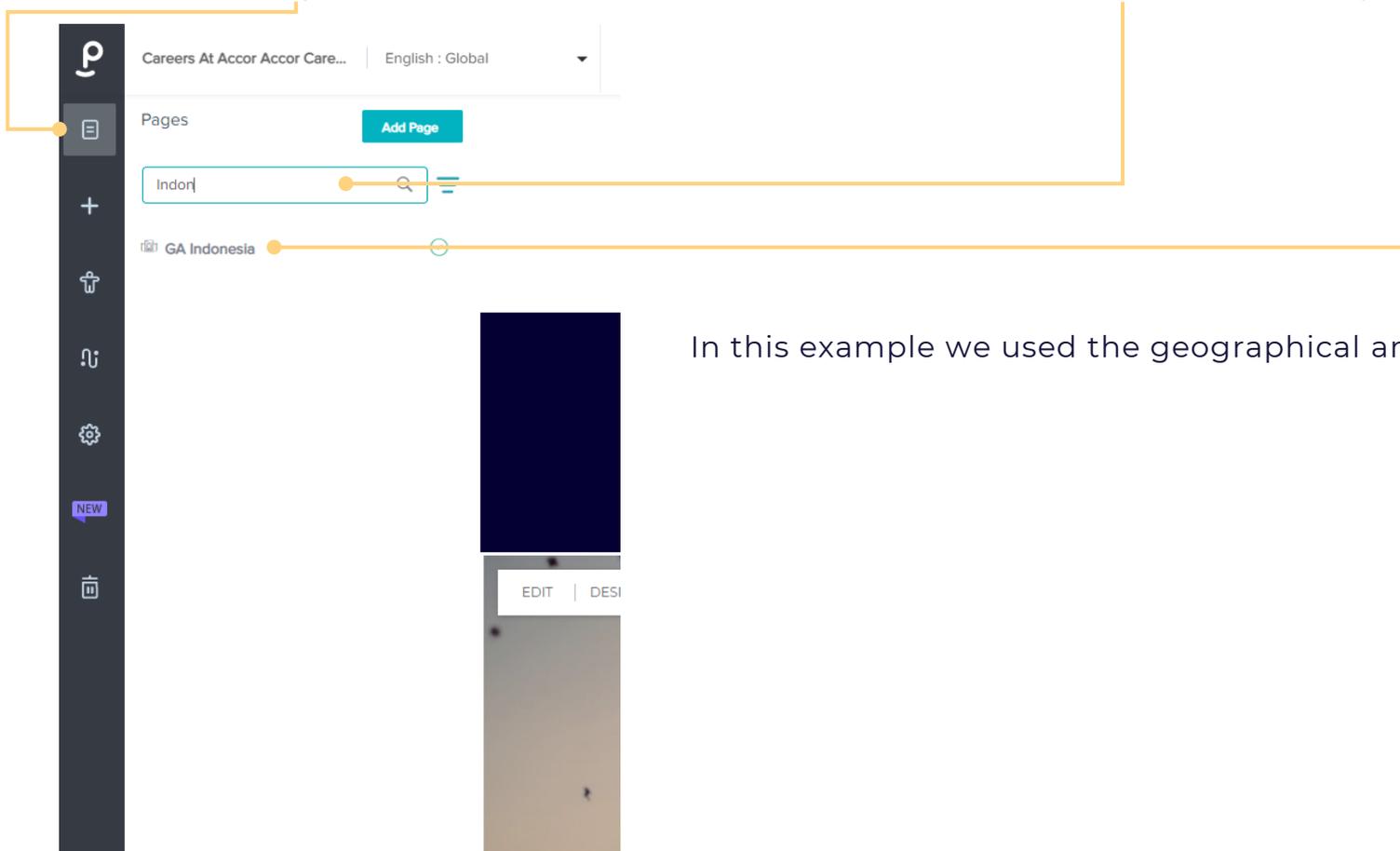
The screenshot shows the Accor Careers website interface. On the left, a dark sidebar contains a 'Pages' icon (1) and a search bar (2) with the text 'location'. Below the search bar, a list of location pages is displayed, with 'Location South East Asia, Japan An' (3) highlighted. The main content area features a dark blue banner with white text: 'Welcoming and taking care of others is part of our Group's ensure the safety and well-being of its employees, candidate Group employees and individual partners affected by Co incorporating some of the most stringent cleaning standa showing solidarity a'. Below the banner is a large image with the text 'Be Limitless' and 'EDIT | DESIGN' buttons.





Hub and Geographic Area/Country Page

► Click on **“Pages”** tab, search for your Hub or country page in the **search bar**, then click on **your page**. Let's use the example of **Indonesia**.



In this example we used the geographical area/country “Indonesia”.





Hub and Geographic Area/Country Page

► Click on **“Pages”** tab, search for your Hub or country page in the **search bar**, then click on **your page**. Let's use the example of **Greater China**.

The screenshot shows the Accor Careers website interface. On the left, a vertical sidebar contains a 'Pages' tab, which is highlighted with a yellow box. Below the sidebar, a search bar contains the text 'greater', also highlighted with a yellow box. To the right of the search bar, a dropdown menu shows 'Location Greater China' selected, highlighted with a yellow box. The main content area displays the Accor logo and 'CAREERS' text, along with navigation links for 'Brands', 'Locations', 'Job Categories', and 'Life at Accor'. Below the search results, there is a dark blue banner with white text: 'Welcoming and taking care of others is part of our Group's DNA. In an unprecedented context of sanitary crisis, Accor has taken steps to ensure the safety and well-being of its employees, candidates, clients and partners, including with the creation of the ALL HEARTIST Group employees and individual partners affected by Covid-19. Accor has also launched the ALLSAFE Cleanliness & Prevention program, incorporating some of the most stringent cleaning standards & operational protocols in the world of hospitality. We will get together, showing solidarity and humanity. #AccorCares #AllHeartist #HEART4ALL'. Below the banner is a large image of people celebrating with confetti, and the text 'Be Limitless' is overlaid on the image.



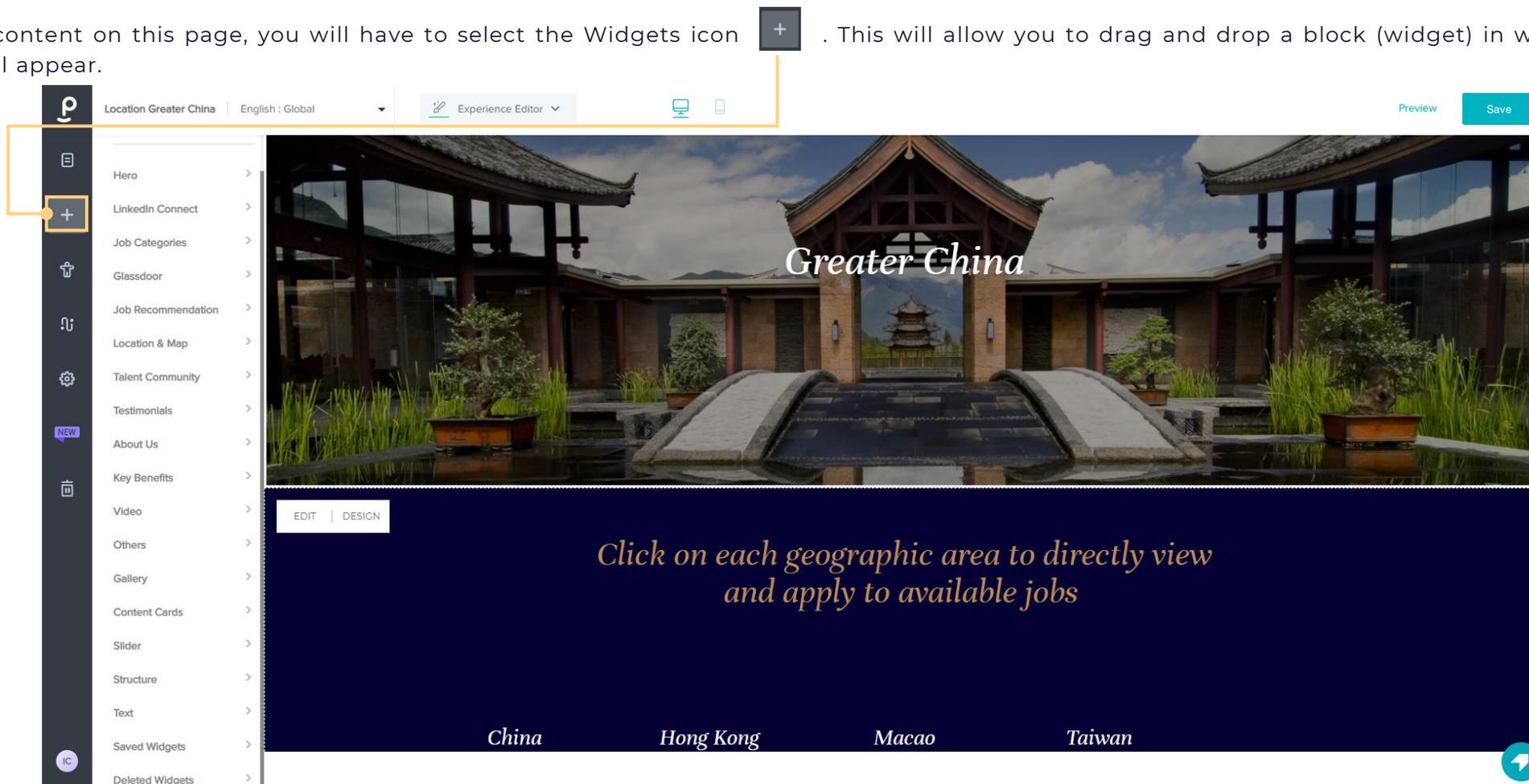
For each language selected, you will need to search your page as showed. In our scenario, Greater China page is searched then selected for each tenant.





Hub and Geographic Area/Country Page

► To add content on this page, you will have to select the Widgets icon . This will allow you to drag and drop a block (widget) in which your content will appear.





Hub and Geographic Area/Country Page

- ▶ This list is called **“Widgets”**. A widget is a block that you need to add on **this page**.

Location Greater China | English: Global | Experience Editor | Preview | Save

- Hero
- LinkedIn Connect
- Job Categories
- Glassdoor
- Job Recommendation
- Location & Map
- Talent Community
- Testimonials
- NEW About Us
- Key Benefits
- Video
- Others
- Gallery
- Content Cards
- Slider
- Structure
- Text
- Saved Widgets
- Deleted Widgets

EDIT | DESIGN

Greater China

Click on each geographic area to directly view and apply to available jobs

China | Hong Kong | Macao | Taiwan





Hub and Geographic Area/Country Page

► In this Widgets List, scroll down until you get to “Saved Widgets”:

The screenshot displays a web editor interface. On the left, a vertical sidebar contains a 'Widgets List' with various options. The 'Saved Widgets' option is highlighted with an orange box. An orange arrow points from the text above to this option. The main area shows a preview of a page titled 'Greater China' featuring a traditional Chinese architectural scene with a fountain. Below the preview, there are 'EDIT' and 'DESIGN' buttons, a call to action in orange text: 'Click on each geographic area to directly view and apply to available jobs', and four buttons labeled 'China', 'Hong Kong', 'Macao', and 'Taiwan'. A teal arrow icon is visible in the bottom right corner of the preview area.





Hub and Geographic Area/Country Page

- ▶ In “Saved Widgets” category, type “Hubs” in the search bar and you will find the list of 4 widgets we prepared for you to add your content.

The screenshot displays the Experience Editor interface for a page titled "Greater China". The interface includes a top navigation bar with "Location Greater China", "English : Global", and "Experience Editor" options. A sidebar on the left lists various widget categories, with "Saved Widgets" highlighted. The "Saved Widgets" panel shows a search bar containing "hubs" and a list of four widget options: "Hubs_Image", "Hubs_Image+Text", "Hubs_Testimonials", and "Hubs_Testimonials". The main content area shows a preview of the "Greater China" hub page, which features a large image of a traditional Chinese building with a fountain in the foreground. Below the image, there is a dark blue banner with the text "Click on each geographic area to directly view and apply to available jobs". At the bottom of the page, there are four buttons labeled "China", "Hong Kong", "Macao", and "Taiwan".





3

Which Widget(s) to Use





Hub and Geographic Area/Country Page

► Depending on the type of content you wish to publish, you will have to choose specific widgets in the list “Saved Widget”:

	Image + Text	Testimonials	Video + Text
Content you wish to publish			
Widgets to use	« Hubs_Image+Text »	« Hubs_Testimonials »	« Hubs_Video » and « Hubs_Text_For_Video »
Explanation	Use this widget to add content an image and a text.	Use this widget to add employee testimonials or introduce your team.	A video should always have an explaining text with it. You will have to use two widget for that. First, drag and drop the widget « Hubs_Video » and then drag and drop the widget « Hubs_Text_For_Video »





Editing Widgets





Editing Widget

► Select your widget and drag and drop it by holding your mouse pad and right click on it and put it right under the image “Greater China”.

In our example, we want to post an Image and a short Text. We choose the right widget to do so: “Hubs_Image” widget.

The screenshot displays the Experience Editor interface for a page titled "Location Greater China". The interface includes a top navigation bar with "English : Global", "Experience Editor", and "Save" buttons. A left sidebar lists various widget categories, with "Hubs_Image" highlighted. The main workspace shows a preview of the page with a large image of a traditional Chinese building and a fountain. A dashed orange arrow indicates the "Hubs_Image" widget being dragged from the "Saved Widgets" panel to a designated "Drop Section Here" area at the bottom of the page. The "Drop Section Here" area is a teal-colored box with a dashed border and a yellow outline, containing a placeholder icon for an image and text.



Edit Text





Editing Widget

Edit Text

- ▶ Click on the Text, edit it then save it: Please note that the font style is already populated based on the Accor branding guidelines and it should be respected.

Greater China

ACTING HERE Planet 21

Our Planet 21 – Acting Here program endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.



Edit Image





Editing Widget

Edit Image

► Click on the Image of your widget you wish to change:

Greater China

EDIT | DESIGN

160 x 136

**ACTING
HERE**
Planet 21

Our Planet 21 – Acting Here program endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.





Editing Widget

Edit Image

► The Edit menu appears on the left side. Click on the Replace button under the current displayed image :

DESIGN AND SETTINGS
Widget > Card > Primary-Image

Multiselection
Allows you to edit groups of elements at once

IMAGE
Image

Replace **Edit Image**

Alt Text
img1

POSITION
Alignment

Image Position

Cancel **Save**

i If you select "Edit Image", you will be able only to change size and position of the current image.

EDIT | DESIGN

ACTING HERE Planet 21

Our **Planet 21 – Acting Here program** endeavours to act for "positive hospitality", to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.

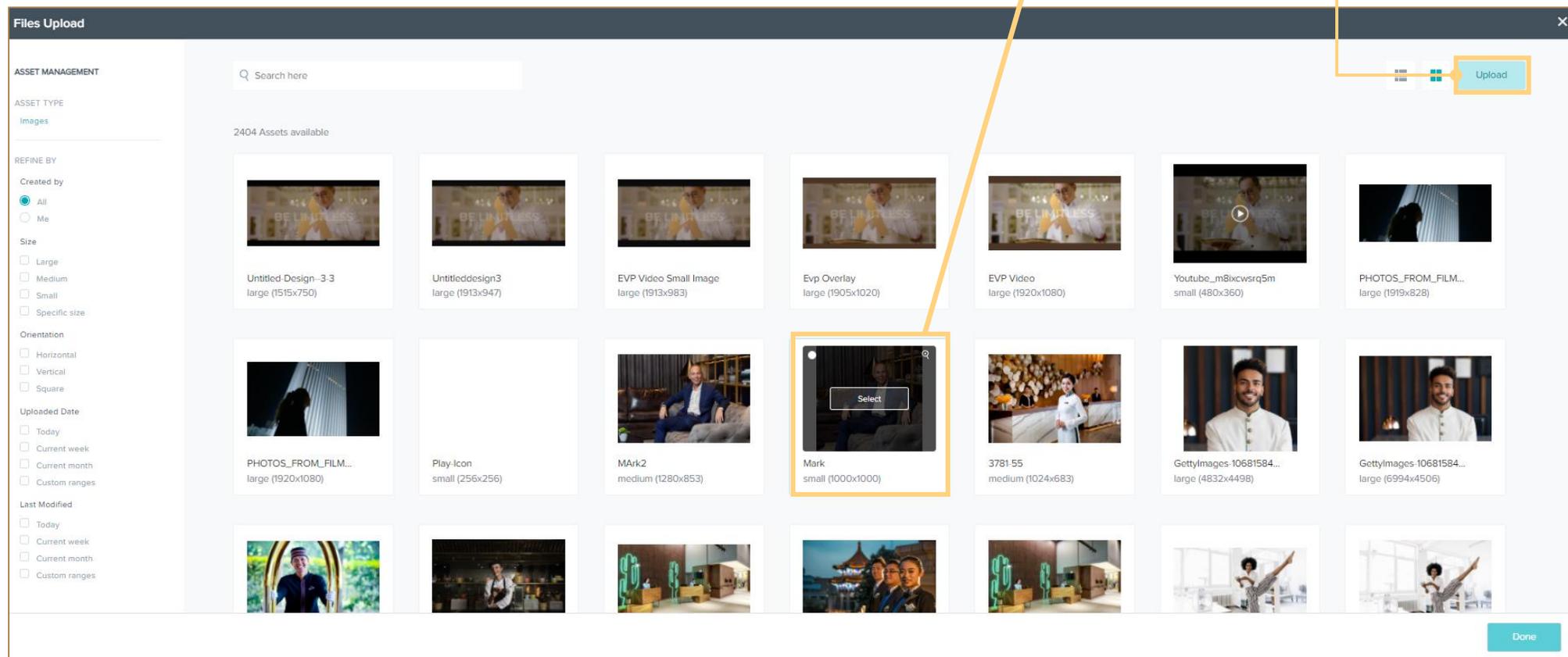




Editing Widget

Edit Image

► You land on the “Image Library” pop-up window. Here you will be able either to select an existing image or add another one:



Go to the next slides to see how to “Upload an image”.

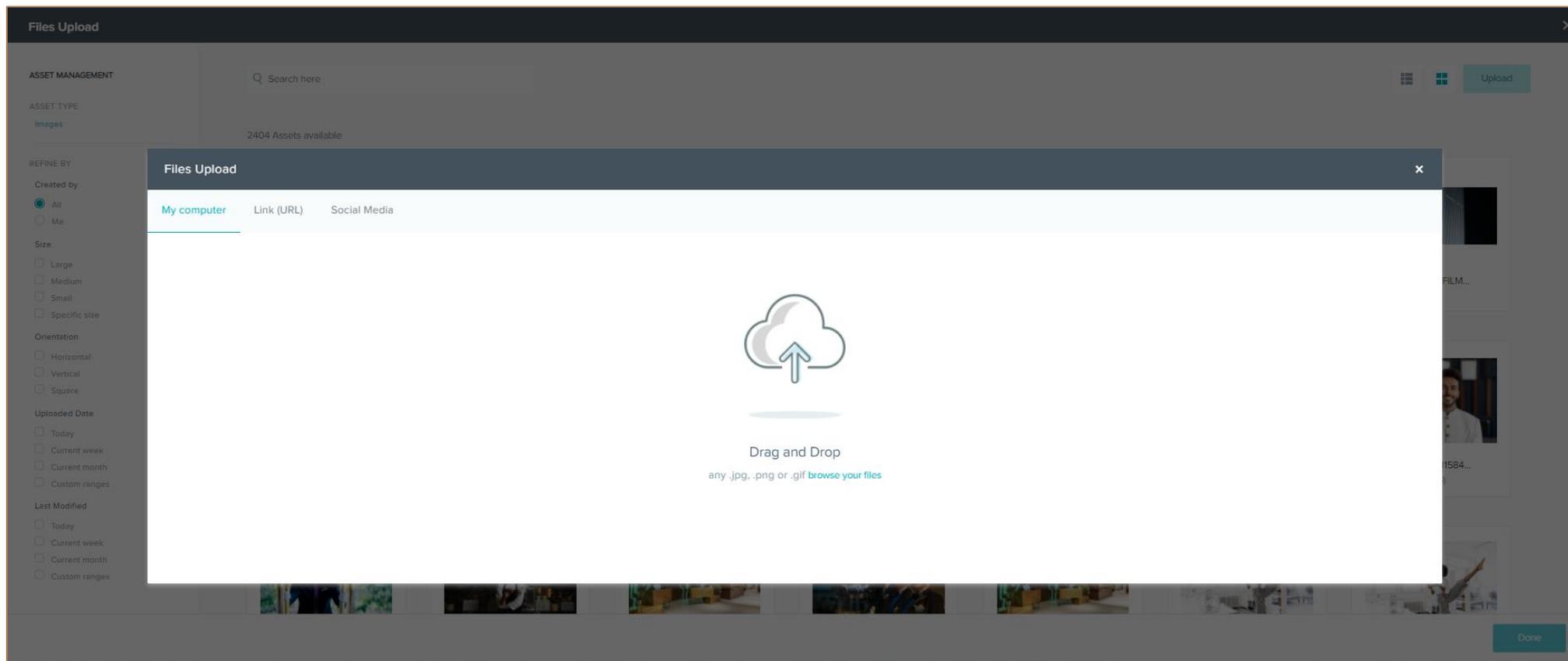




Editing Widget

Edit Image

- ▶ When the “Upload” pop-up window opens, click on it to browse your Computer files or drag and drop your image:





Editing Widget

Edit Image

- Once your image is imported, click on it to Select it and then add/change the Title of your image, then click on Upload:

The image shows two overlapping screenshots of a 'Files Upload' widget. The first screenshot, labeled with a '1' in a yellow circle, shows a dark header with the text 'Files Upload'. Below the header, there is a light gray area with the text 'Select assets to edit it's details.' and a note: 'Note: by selecting multiple assets the details will be applied to all of them.' Below this, there is a small image thumbnail with a 'Select' button overlaid on it. The second screenshot, labeled with a '2' in a yellow circle, shows the same widget but with a larger image thumbnail selected. Below the thumbnail, there is a 'Deselect' button. To the right of the thumbnail, there is a form with three input fields: 'Title', 'Alt text', and 'Description (optional)'. The 'Title' field is highlighted with a yellow border and contains the text 'untitled-design-3-3'. The 'Alt text' field also contains 'untitled-design-3-3'. The 'Description (optional)' field contains 'untitled-design-3-3'. At the bottom right of the widget, there are two buttons: 'Cancel' and 'Upload'. The 'Upload' button is highlighted with a yellow border and labeled with a '3' in a yellow circle.





Editing Widget

Edit Image

► You land back on the “Image Library”. Select the image imported then click on “Done”:

The screenshot shows the 'Files Upload' interface. On the left, there is a sidebar with 'ASSET MANAGEMENT' and 'REFINE BY' options. The main area displays a grid of 2404 assets. The first asset, 'Untitled Design - 3 3 large (1515x750)', is highlighted with a yellow box. A yellow arrow points from the text above to this asset. At the bottom right, a yellow box highlights the 'Done' button.

Files Upload

ASSET MANAGEMENT

ASSET TYPE

Images

REFINE BY

Created by

All

Me

Size

Large

Medium

Small

Specific size

Orientation

Horizontal

Vertical

Square

Uploaded Date

Today

Current week

Current month

Custom ranges

Last Modified

Today

Current week

Current month

Custom ranges

Search here

2404 Assets available

Untitled Design - 3 3 large (1515x750)

Untitleddesign3 large (1913x947)

EVP Video Small Image large (1913x983)

Evp Overlay large (1905x1020)

EVP Video large (1920x1080)

Youtube_m8ixcwsrq5m small (480x360)

PHOTOS_FROM_FILM... large (1919x828)

PHOTOS_FROM_FILM... large (1920x1080)

Play Icon small (256x256)

MArk2 medium (1280x853)

Mark small (1000x1000)

3781 55 medium (1024x683)

GettyImages-10681584... large (4832x4498)

GettyImages-10681584... large (6994x4506)

Done





Editing Widget

Edit Image

► Click “Save”:

The screenshot shows a design tool interface for editing a widget. On the left is a sidebar with the following sections:

- DESIGN AND SETTINGS** (Widget > Card > Primary-Image): Includes a 'Multiselection' toggle (off) and an 'IMAGE' section with a preview of a man in a white shirt and the text 'BE LIMITLESS'. Below the preview are 'Replace' and 'Edit Image' buttons.
- Alt Text**: A text input field containing 'img1'.
- POSITION**: Includes an 'Alignment' section with three icons (left, center, right) and an 'Image Position' section.

At the bottom of the sidebar are 'Cancel' and 'Save' buttons. The 'Save' button is highlighted with a yellow box.

The main editing area shows a large image of a traditional Chinese courtyard with a fountain and a central gate. The text 'Greater China' is overlaid on the image. Below the main image is a smaller version of the man in the white shirt image, with 'EDIT' and 'DESIGN' tabs above it. To the right of this smaller image is a text block:

Our **Planet 21 – Acting Here program** endeavours to act for "positive hospitality", to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.





5

Save Your Content





Save your Content

► Finally click “Save” :

The screenshot shows a content editor interface. At the top, there is a navigation bar with the following elements: 'Location Greater China', 'English : Global', 'Experience Editor', and mobile device icons. On the right side of the navigation bar, there are 'Preview' and 'Save' buttons. The 'Save' button is highlighted with a yellow border. Below the navigation bar is a large image of a traditional Chinese building with a pagoda in the background. The text 'Greater China' is overlaid on the image. A callout box with an information icon (i) contains the text: 'Once your content saved, open a ticket to “Support Careers” team for publication approval as showed [here](#).' Below the image is a section with a video thumbnail on the left and text on the right. The video thumbnail shows a man in a white shirt holding a yellow arrow and the text 'BE LIMITLESS'. The text on the right reads: 'Our **Planet 21 – Acting Here program** endeavours to act for “positive hospitality”, to guarantee our clients quality products and services with a high environmental and social performance. Its ambition: ensure that they enjoy a more responsible hotel experience and encourage them to take action with us.'



*To Go
Further*



Support

For any support regarding the Content Management System, please use your [Freshdesk access](#) to open a ticket and assign it to “Support Careers”.

The screenshot displays the INES-HELPDESK interface. At the top left is the logo and the text "INES-HELPDESK". On the top right, it says "Welcome Change Management INES Project" and includes links for "Agent Portal", "Edit profile", "Sign out", and a language dropdown set to "English". A dark navigation bar contains "Home", "Solutions", and "Tickets". Below this is a search bar with the placeholder "Enter your search term here..." and a magnifying glass icon. Two buttons are visible: "+ New Support Ticket" and "Check Ticket Status". The main content area is titled "Knowledge base" and features a sub-section "EMPLOYEE APP". Under "EMPLOYEE APP", there are two columns of articles. The left column, titled "Access (11)", lists four articles: "How to go to the Talent Acquisition platform?", "How do I proceed if I have lost my credentials?", "I can't connect to INES with my MyAccorHotels.com Employee Access", and "What is an Accor Employee access?". The right column, titled "Profile (3)", lists three articles: "Why do I have to give a personal email address when registering to I...", "How can I update my professional email address?", and "How do I delete an Employee profile in the Employee App?".



