Ashby + PostHog

Case Study:
PostHog Careers page

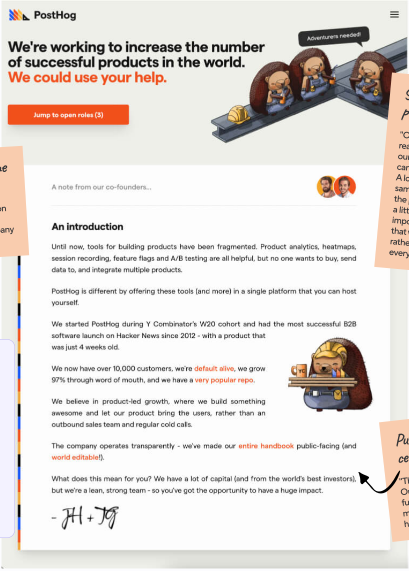
This article breaks down PostHog’s career page to serve as inspiration for your career page design. Leading the analysis is Cory Watilo, Lead Designer and Webmaster at PostHog.

A few things make PostHog’s career page special:

1. All elements refer back to the brand’s culture - from letters from the founder to discussions of pizza toppings
2. There’s a high degree of transparency, dressed in great design
3. The page is full of little elements that “spark joy” for candidates, making the experience fun and memorable for candidates

You can use this PDF as a guide to create a careers page that’s full of personality, interesting elements, and great design to bolster your company’s brand. Above all else, you’ll want to:

1. Communicate what makes your company unique
2. Offer additional transparency using business metrics such as investors, funding, and key customers
3. Have every piece of the page dedicated to the same vision



We're working to increase the number of successful products in the world.
We could use your help.

A note from our co-founders...

An introduction

Until now, tools for building products have been fragmented. Product analytics, heatmaps, session recording, feature flags and A/B testing are all helpful, but no one wants to buy, send data to, and integrate multiple products.

PostHog is different by offering these tools (and more) in a single platform that you can host yourself.

We started PostHog during Y Combinator's W20 cohort and had the most successful B2B software launch on Hacker News since 2012 - with a product that was just 4 weeks old.

We now have over 10,000 customers, we're default alive, we grow 97% through word of mouth, and we have a very popular repo.

We believe in product-led growth, where we build something awesome and let our product bring the users, rather than an outbound sales team and regular cold calls.

The company operates transparently - we've made our entire handbook public-facing (and world editable!).

What does this mean for you? We have a lot of capital (and from the world's best investors), but we're a lean, strong team - so you've got the opportunity to have a huge impact.

- JH + JG

Stand out as soon as possible

"One of the things that we think is really important differentiating ourselves on the website. We want candidates to get hyped up about us. A lot of companies out there use the same kind of boiler plate text. We want the people that want to do something a little bit different. And so for us, it was important to stand out to the people that we really want to connect with, rather than just sounding like everybody else.”

Keep your applicants on the page

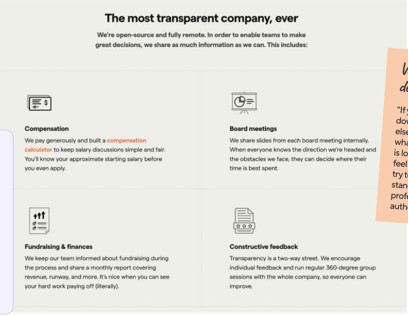
"If you're linking a to a job description page, you're probably assuming people know a lot about your company that they completely bypassed."

Kick it off in your own voice

Bringing a letter format - which PostHog’s founder famously uses on LinkedIn - into the careers page is both authentic and a great window into the culture. Small quirks like these might be the additional personality you can add to make your career page memorable.

Put your culture front and center

"This isn't in a letter style by mistake. Our CEO has written "love letters" to future hires on places like Linkedin. Tell me this tactic doesn't pull on your heart strings."



The most transparent company, ever

We're open-source and fully remote. In order to enable teams to make great decisions, we share as much information as we can. This includes:

Compensation

We pay generously and built a compensation calculator to keep salary discussions simple and fair. You'll know your approximate starting salary before you even apply.

Board meetings

We share slides from each board meeting internally. When everyone knows the direction we're headed and the obstacles we face, they can decide where their time is best spent.

Fundraising & finances

We keep our team informed about fundraising during the process and share a monthly report covering revenue, runway, and more. It's nice when you can see your hard work paying off (literally).

Constructive feedback

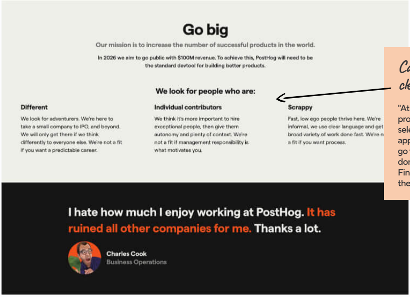
Transparency is a two-way street. We encourage individual feedback and run regular 360-degree group sessions with the whole company, so everyone can improve.

Take steps to be ahead of your competition

As laws, regulations, and best practices change, candidates are beginning to anticipate more compensation transparency. Interesting takes on this, like PostHog's calculator, still stand out enough to give companies an edge.

Values are demonstrated vs. described

"If you don't have core values pinned down, replace them with something else that gives a candidate an idea of what it's like to work with you. The bar is low - a huge majority of job postings feel like they were copy/pasted. If you try to differentiate at all, you'll likely stand out. (Don't try to sound professional, just shoot for authenticity!)"



Go big

Our mission is to increase the number of successful products in the world.

In 2026 we aim to go public with $100M revenue. To achieve this, PostHog will need to be the standard devtool for building better products.

We look for people who are:

Different

We look for adventurers. We're here to take a small company to IPO, and beyond. We will only get there if we think differently to everyone else. We're not a fit if you want a predictable career.

Individual contributors

We think it's more important to hire exceptional people, then give them autonomy and plenty of context. We're not a fit if management responsibility is what motivates you.

Scrappy

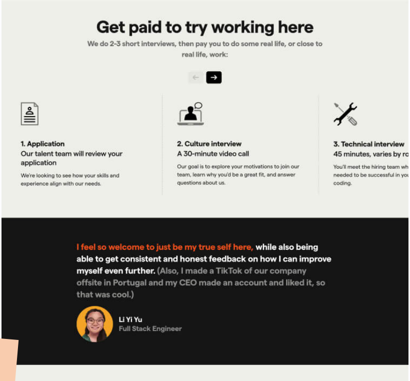
Fast, low ego people thrive here. We're informal, we use clear language and get broad variety of work done fast. We're n a fit if you want process.

I hate how much I enjoy working at PostHog. It has ruined all other companies for me. Thanks a lot.

Charles Cook
Business Operations

Candidate qualities are clear + inclusive

"At PostHog, we've definitely found product-market fit, and we're very selective. So we have a ton of inbound applicants and applications we have to go through. The vast majority of them don't get past the initial screen. Finding the, the right person is, like they say, a needle in a haystack.



Get paid to try working here

We do 2-3 short interviews, then pay you to do some real life, or close to real life, work:

1. Application
Our talent team will review your application

We're looking to see how your skills and experience align with our needs.

2. Culture interview
A 30-minute video call

Our goal is to explore your motivations to join our team, learn why you'd be a great fit, and answer questions about us.

3. Technical interview
45 minutes, varies by ro

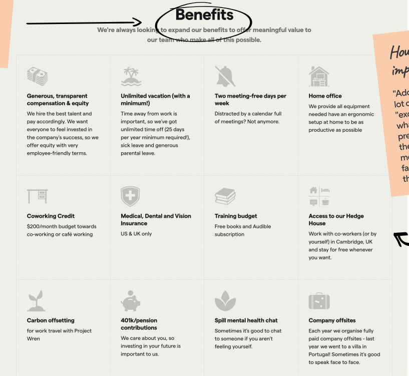
You'll meet the hiring team wh needed to be successful in you coding.

I feel so welcome to just be my true self here, while also being able to get consistent and honest feedback on how I can improve myself even further. (Also, I made a TikTok of our company offsite in Portugal and my CEO made an account and liked it, so that was cool.)

Li Yi Yu
Full Stack Engineer

Benefits are presented up front

"A lot of companies have good benefits, so that's less of a differentiator than how you present them."



Benefits

We're always looking to expand our benefits to offer meaningful value to our team who make all of this possible.

Generous, transparent compensation & equity
We hire the best talent and pay accordingly. We want everyone to feel invested in the company's success, so we offer equity with very employee-friendly terms.

Unlimited vacation (with a minimum!)
Time away from work is important, so we've got unlimited time off (25 days per year minimum required!), sick leave and generous parental leave.

Two meeting-free days per week
Distracted by a calendar full of meetings? Not anymore.

Home office
We provide all equipment needed have an ergonomic setup at home to be as productive as possible

Coworking Credit
$200/month budget towards co-working or café working

Medical, Dental and Vision Insurance
US & UK only

Training budget
Free books and Audible subscription

Access to our Hedge House
Work with co-workers (or by yourself) in Cambridge, UK and stay for free whenever you want.

Carbon offsetting
for work travel with Project Wren

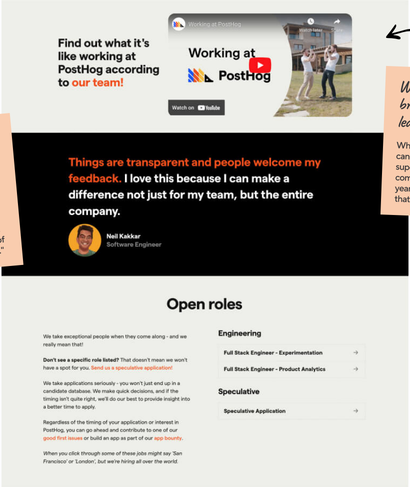
401k/pension contributions
We care about you, so investing in your future is important to us.

Spill mental health chat
Sometimes it's good to chat to someone if you aren't feeling yourself.

Company offsites
Each year we organise fully paid company offsites - last year we went to a villa in Portugal! Sometimes it's good to speak face to face.

How you say it is as important as what you say

"Add something quirky to stand out. A lot of companies offer "exceptional healthcare benefits". But what do you have that's different? At a previous company I worked at (Heap), they offered a free Spotify membership. It was a $9 value, but the fact they offered it was far greater than the monetary value."



Find out what it's like working at PostHog according to our team!

Things are transparent and people welcome my feedback. I love this because I can make a difference not just for my team, but the entire company.

Neil Kakkar
Software Engineer

Open roles

We take exceptional people when they come along - and we really mean that!

Don't see a specific role listed? That doesn't mean we won't have a spot for you. Send us a speculative application!

We take applications seriously - you won't just end up in a candidate database. We make quick decisions, and if the timing isn't quite right, we'll do our best to provide insight into a better time to apply.

Regardless of the timing of your application or interest in PostHog, you can go ahead and contribute to one of our good first issues or build an app as part of our app bounty.

When you click through some of these jobs might say 'San Francisco' or 'London', but we're hiring all over the world.

Engineering
- Full Stack Engineer - Experimentation →
- Full Stack Engineer - Product Analytics →

Speculative
- Speculative Application →

Where you don't have a brand to lead with (yet) lead with people

When you're applying to a company it can be a faceless group. But culture is super important, when you join a company, you might be with them for years. And so who are these people that I'm gonna work with?"

Match the page layout to the content

"Play to your stage of company. Don't plan to show 30+ job listings if you're only hiring a few right now. It will feel like a ghost town. You can probably present them in a more curated way. Unless you're in hyper-growth phase, you don't need to expect a huge list of job postings. Make it fit into your site."

PostHog's full careers page is just the beginning - there's more that goes into making their company stand out, including their job descriptions and unique Compensation Calculator.

Needless to say, the job listings themselves are one of the most important elements of a careers page. PostHog and Cory worked hard to 10x this space, too, thinking outside of the typical box to create an experience that introduces candidates to culture just as much as an interview would.

> "The biggest disconnect between most career pages and the specific job listing pages is that website makers think it's a linear flow: Careers page _ Browse a role. The reality

is it's not linear; most people completely bypass the content (and brand feel) on a /careers page, because most sites link directly to the job listing page, which would typically be hosted by the ATS with none of our brand feel. So make sure that information and feeling is everywhere."

Cory Watilo

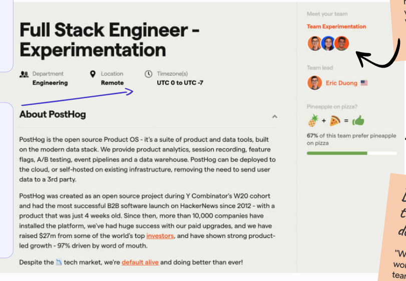
Lead Designer at PostHog

Make role descriptions objective

The era of the "tech wizard" and "smile creator" has ended - make sure your titles align with what the real job will be, and allow applicants to compare your role against others.

Create insight into the team

"We've recently gone the direction of having small teams. So rather than having a bunch of engineers listed, we have three or four people on this team working on this part of the product. When you go to these job listings, it actually pulls in information about your team."



Full Stack Engineer - Experimentation

Department: Engineering
Location: Remote
Timezone(s): UTC 0 to UTC -7

About PostHog

PostHog is the open source Product OS - it's a suite of product and data tools, built on the modern data stack. We provide product analytics, session recording, feature flags, A/B testing, event pipelines and a data warehouse. PostHog can be deployed to the cloud, or self-hosted on existing infrastructure, removing the need to send user data to a 3rd party.

PostHog was created as an open source project during Y Combinator's W20 cohort and had the most successful B2B software launch on HackerNews since 2012 - with a product that was just 4 weeks old. Since then, more than 10,000 companies have installed the platform, we've had huge success with our paid upgrades, and we have raised $27m from some of the world's top investors, and have shown strong product-led growth - 97% driven by word of mouth.

Despite the 📉 tech market, we're default alive and doing better than ever!

Meet your team

Team Experimentation

Team lead

Eric Duong

Pineapple on pizza?

🍍 + 🍕 = 👍

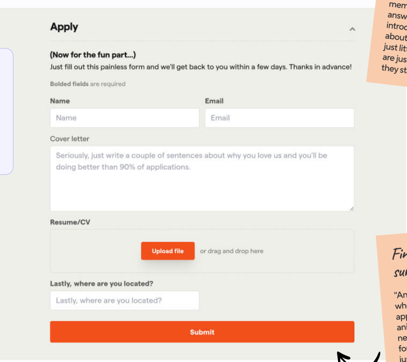
67% of this team prefer pineapple on pizza

Let your tech do the work for you

The time zone, location, and remote status are all pulled automatically via Ashby's API - making that one less step to repeat with each customized role.

Don't stop communicating the culture in the job description

"We're quirky! When you come and work with us for a day, you join our team Zoom and we ask you if pineapple belongs on pizza. Our team members profiles include their answers after they're hired. So it introduces some of the fun quirky stuff about us and who we are. It's these fun just little parts of the experience that are just delightful. they spark joy and they stand out in people's minds after."



Apply

(Now for the fun part...)

Just fill out this painless form and we'll get back to you within a few days. Thanks in advance!

Bolded fields are required

Name: Name
Email: Email

Cover letter: Seriously, just write a couple of sentences about why you love us and you'll be doing better than 90% of applications.

Resume/CV

Lastly, where are you located?: Lastly, where are you located?

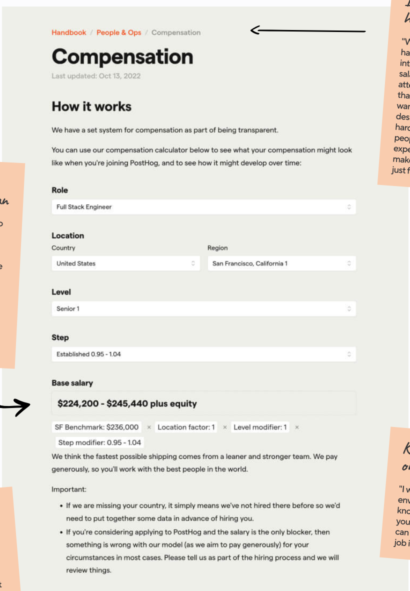
Provide qualifying criteria up front

Avoid creating a multi-page application with no transparency. Show everything you're asking for on one page.

Find small ways to create surprise and delight

"Another way we spark joy is that, when you hit the submit button on an application, it triggers a confetti animation along with telling you your next steps. We even give you a coupon for a free laptop sticker from our store, just for applying. It makes the entire process super different, and we hope that even if your application is rejected, you'll still like us as a company. not everyone sees that page, but the people who do see it are valuable. And so it's worth it to us to spend that extra time on that. The whole process matters."

PostHog's Compensation Calculator changes the game. Instead of listing a unique salary on every job listing, or listing no compensation information at all, they give you a look at their own internal compensation policies and philosophy. Then candidates can customize their experience with a specialized calculation that gives them the most accurate possible idea of how they might be paid in a role at PostHog - no wasted interview time or awkward questions required.



Compensation

Last updated: Oct 13, 2022

How it works

We have a set system for compensation as part of being transparent.

You can use our compensation calculator below to see what your compensation might look like when you're joining PostHog, and to see how it might develop over time:

Role

Full Stack Engineer

Location

Country: United States

Region: San Francisco, California 1

Level

Senior 1

Step

Established 0.95 - 1.04

Base salary

$224,200 - $245,440 plus equity

SF Benchmark: $236,000 × Location factor: 1 × Level modifier: 1 × Step modifier: 0.95 - 1.04

We think the fastest possible shipping comes from a leaner and stronger team. We pay generously, so you'll work with the best people in the world.

Important:

- If we are missing your country, it simply means we've not hired there before so we'd need to put together some data in advance of hiring you.
- If you're considering applying to PostHog and the salary is the only blocker, then something is wrong with our model (as we aim to pay generously) for your circumstances in most cases. Please tell us as part of the hiring process and we will review things.

Insert relevant content to help you stand out

"We have a lot of content in our public handbook because most of our internal documentation is public. Our salary calculator has gotten us a lot of attention. You traditionally don't have that as part of a job listing page. I really want to make it feel like this page was designed specifically for you, which is hard when you're hiring for a bunch of people. But I want to tailor that experience to whoever's reading it to make it really feel like it was designed just for them."

Be as transparent as possible, everywhere you can

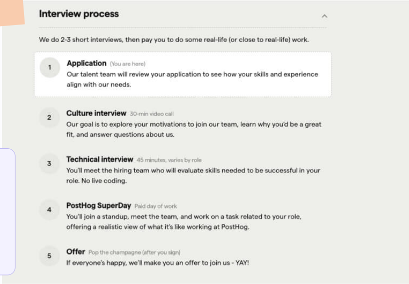
"You obviously have a salary range, so just list it. It does a disservice to both sides to get on the phone with someone who is clearly expecting more. You don't find out if a candidate wants more until after a round or two of interviews. At this point, a waste of everyone's time.
If you don't specify a range, there's a good chance the people you want, don't apply because they assume you won't value them the way they're expecting."

Keep all the relevant info in one place for easy reference

"I wanted to create a digital manila envelope of everything you need to know about the company, specific to your role, and hand it to you. So you can decide on that same page if this job is right for you."

Make job descriptions feel custom-tailored to your ideal applicant

"Our salary calculator has gotten us a lot of attention. You traditionally don't have that as part of a job listing page. I really wanted to make it feel like this page was designed specifically for you."



Interview process

We do 2-3 short interviews, then pay you to do some real-life (or close to real-life) work.

1. **Application** (You are here)
Our talent team will review your application to see how your skills and experience align with our needs.
2. **Culture interview** 30-min video call
Our goal is to explore your motivations to join our team, learn why you'd be a great fit, and answer questions about us.
3. **Technical interview** 45 minutes, varies by role
You'll meet the hiring team who will evaluate skills needed to be successful in your role. No live coding.
4. **PostHog SuperDay** Paid day of work
You'll join a standup, meet the team, and work on a task related to your role, offering a realistic view of what it's like working at PostHog.
5. **Offer** Pop the champagne (after you sign)
If everyone's happy, we'll make you an offer to join us - YAY!

Share the full interview process upfront

Showing the interview process from the first step offers candidates a high transparency, inspiring more trust.

Cory is an excellent designer, and PostHog's personality shines through this page. You can use Ashby's API to easily create your own standout careers page and job listings.
If you're already using Ashby, drop by **Ashby University** to learn more about using Ashby's API.

If you'd like to learn more about Ashby, **get in touch with us!**

Career Page Checklist

- ☐ Culture is front and center
- ☐ Values are demonstrate vs. described
- ☐ Differentiation is clear
- ☐ Candidate qualities are clear + inclusive
- ☐ Interview process is shared transparently
- ☐ Where you don't have a brand to lead with (yet) lead with people

Job Description Checklist

- ☐ Provide qualifying criteria upfront – timezone, salary band, role etc.
- ☐ Provide insight into the team – personality, skills, strengths
- ☐ Make role description objective and screen for bias
- ☐ Insert content and additional options for discoverability where relevant
- ☐ Share the full interview process upfront

Ashby