

EMPLOYER PLAYBOOK

The Geo-Flexible *Hiring* Playbook

The candidates who will move for a season, relocate for a visa or work from three timezones are not on the general boards. They are here, and they read a listing differently. This is how to write for them, screen them, and keep them.

WHAT'S INSIDE

- Who is on EnRoute and what they filter on
- The four categories and what each needs to say
- Stating a location policy that scores well, honestly
- Anatomy of a listing that converts
- Screening, ranking and the applicant pipeline
- Responsiveness, trust and the tools you get with every post

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enroutejobs.com/publications

Why a general board fails for these roles

Post a seasonal chalet role or a sponsored engineering job on a general board and it sits between ten thousand local listings, read by people who will not move. The candidates who would, the ones who plan their year around seasons, hold working-holiday visas, or have already decided to relocate, have learned not to look there.

EnRoute is built around them. Every listing is one of four categories (remote, seasonal, visa-sponsored, work exchange), every listing is read by a person before it goes live, and every listing carries a Geo-Flex score that tells a seeker, in one number, how much freedom the role gives them over where they live. The board holds 380 active roles from 128 countries today.

The consequence for you: a listing here is read by fewer people, and far more of them are the right people. This playbook is how to make the most of that.

WHAT A POST COSTS

Your first post is free, in any category.

After that: remote and visa-sponsored \$99, seasonal \$59, work exchange \$19. Featured placement is \$59. Reposting the same role is half price.

Packs of 3, 5 and 10 posts: \$249, \$379, \$699.

380

ACTIVE LISTINGS
every one read by a person

128

COUNTRIES WITH LISTINGS

4

CATEGORIES
remote, seasonal, visa,
exchange

Free

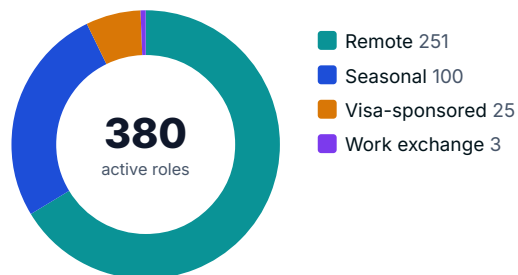
FIRST POST
any category

What is in this playbook

- **Section 1** who is here and the fields they filter on.
- **Section 2** what each category must state.
- **Section 3** the location policy fields and how they score.
- **Section 4** the anatomy of a listing that converts, with a before and after.
- **Section 5** screening, ranking and the pipeline.
- **Section 6** responsiveness, trust, and what every post includes.

01 Who is on EnRoute, and what they filter on

Active listings by category



EnRoute Jobs, 2026-09-12

Seekers arrive with a specific question, and the site is built so they can ask it directly. The filters they use most, and therefore the fields your listing must fill in:

WHAT THEY FILTER ON	WHERE IT COMES FROM IN YOUR POSTING	IF YOU LEAVE IT BLANK
Category	Job type: remote, seasonal, visa-sponsored, work exchange	The listing lands in the wrong place and is skipped by the people it was for.
Where they can be based	Remote scope (worldwide, region, named countries) and approved countries	The Geo-Flex score falls or is withheld, and the listing is invisible to anyone filtering by reach.
Timezone and overlap	Sync mode, core hours and timezone, required overlap	Seekers assume the worst (fixed HQ hours) and self-select out.
Housing and dates (seasonal)	Season start and end, housing, meals, transport	Seasonal seekers filter for "accommodation included"; you are not in the results.
Sponsorship (visa)	Visa types, sponsorship countries, fees covered, timeline	"Sponsorship available" with no detail reads as "may consider", and scores accordingly.
Salary	Min, max, currency, period	The site shows a market estimate instead, which may be lower than what you would pay.
Geo-Flex score	Computed from all of the above	A listing with too little evidence gets no score and no badge.

02 The four categories and what each needs to say

Remote Location freedom

Scored on where the person can live (45), when they must be online (25), what they must be, employee or contractor (20), and where they must show up (10).

Must state: hiring reach; timezone policy; employment types; travel expectations.

Common mistake: "Remote" with a single country in the location field and nothing else. Scores as "Limited".

Seasonal Mobility

Scored on whether a traveller can take it up (40), what is provided (25), how long they commit (20) and where it takes them (15).

Must state: season dates; housing, meals, transport; hours and days off; visa routes you accept or sponsor; contract length.

Common mistake: "Accommodation available" with no cost or description. Say what it is and what it costs.

Visa-sponsored Relocation

Scored on sponsorship offered (45), help getting there (25), who can come (15) and flexibility once there (15).

Must state: which visa classes; which nationalities or countries; whether fees are covered; the relocation package; the timeline you have seen before.

Common mistake: "Visa sponsorship available for the right candidate." Reads as conditional; scores as conditional.

Work exchange Mobility

Scored on the mobility track. Treated as real work with a non-cash wage.

Must state: tasks; hours per week; minimum and maximum stay; what is provided (room, meals, stipend, perks); visa requirement; insurance.

Common mistake: vague hours. Seekers value the trade at local minimum wage against what you provide, and so does the score.

SEEKERS HAVE THE SAME SCORING TABLES YOU DO

The Geo-Flex Score Field Guide in this library, written for job seekers, lists every factor and weight and the questions to ask an employer about each. Assume your candidates have read it. A listing that answers those questions before they are asked is the one they apply to first.

03 Stating a location policy that scores well, honestly

The policy fields on the posting form are the top tier of evidence the score reads.

The Geo-Flex score consults four sources in order: the employer's stated policy, eligibility fields, the listing's structured data, and finally phrases in the description. A value you set in the policy fields overrides whatever the description implies, and shows on the listing as "from the employer's stated policy" rather than "read from the job description". That label is the difference between a measurement and a guess, and seekers read it.

Hiring reach

YOU SELECT	POINTS OF 45	CHOOSE IT WHEN
Worldwide	45	You can pay anyone anywhere (usually via contractors or an employer of record) and have no legal or security constraint on location.
Several regions	36	You hire in, say, Europe and the Americas, but not Asia-Pacific, typically for overlap reasons.
One region	27	EMEA, LATAM, APAC. Common when the team is anchored in one timezone band.
Several named countries	22	You have entities or EOR coverage in a specific list. List them; the form lets you.
One country	12	Payroll or legal constraint. Say so; seekers respect a stated reason more than a vague "remote".

Timezone policy

SYNC MODE	WHAT TO FILL IN	HOW IT READS TO A SEEKER
Fully asynchronous	Nothing else	The strongest signal you can send, if it is true. Do not claim it if the team runs a daily stand-up.
A set number of overlap hours	Hours per week, and the reference timezone	"4 hours a day overlapping with CET" is exactly what seekers want to read. It lets them compute their own day.
A timezone band	The spread, e.g. UTC-3 to UTC+3	Good for teams that need a shared day without fixing the hours.
Fixed core hours	Start, end, timezone	The weakest for the score, and fine if it is what you need. State it and let the right people apply.

Presence

Retreats and travel: how many times a year, roughly where, and whether you pay. "Twice a year, Europe, all expenses covered" scores well and reads as a perk. "Occasional travel to HQ" reads as a hidden commute.

DO NOT INFLATE THE POLICY

A "worldwide, fully async" listing that turns out to need US hours and a US bank account wastes your pipeline on people who withdraw at offer, and the withdrawal shows in your responsiveness and time-to-hire metrics. The score rewards clarity, not generosity; a well-stated "one country, core hours" listing attracts the right applicants and gets a fair badge.

04 Anatomy of a listing that converts

1 A title a seeker would search for.

"Senior Backend Engineer (Go), remote, EU timezones" beats "Rockstar Coder". Include the level, the core skill and the location shape.

2 The location paragraph, first.

Before the company blurb. Where they can be, what hours, what employment type, what travel. Two sentences. Seekers decide here whether to keep reading.

3 What the job is, in plain verbs.

Five to eight bullets of what the person will do in a normal week. Not "responsibilities include supporting cross-functional initiatives".

4 What you need, separated from what you would like.

Required and preferred, as two lists. Seekers run a gap analysis on this; make it easy and you get better-fitting applications.

5 The number.

A salary range, a currency, a period. Listings with a stated range get more and better applications everywhere this has been measured. If pay is location-adjusted, say so and give the band for the reach you hire in.

6 The category-specific facts.

Season dates and housing. Visa class and timeline. Hours and stay for exchange. Fill the structured fields; they drive filters and the score.

7 How to apply, and what happens next.

Quick apply through EnRoute, or your ATS. Say when they will hear back. Then do it: your response time becomes a public badge (section 6).

Before

"We are a fast-growing company looking for a passionate engineer to join our remote-first team. Competitive salary. Must be able to work US hours. Some travel."

Score: Limited, low confidence. **Reach:** unclear. **Hours:** fixed, US. **Pay:** none. **Travel:** undefined.

After

"Hire anywhere in the Americas or Europe, as an employee (US, UK, DE, ES) or contractor elsewhere. Four hours of daily overlap with US Eastern, your choice of which. Two team weeks a year, Lisbon and Austin, fully paid. \$95k-\$130k USD, location-adjusted; the band for your country is shown in the application."

Score: Very flexible, high confidence.

05

Screening, ranking and the pipeline

What happens to an application after it arrives.

Every application on EnRoute is scored against your listing: skills, experience level, and the geo-fit between where the candidate is and what your policy allows. The AI screening **ranks, it never rejects**. Nobody is filtered out of your pipeline; the strongest are simply read first, with the reasoning behind each score shown so you can disagree with it.

Match and geo-fit

Each applicant shows a match score against your requirements and a geo-fit chip: in-region, relocation-willing, likely needs a visa, and the working-hour overlap with your core hours.

Pipeline stages

New, reviewed, interviewing, offered, closed, with notes visible to your team and private evaluations per reviewer. Bulk triage moves many applicants at once with a message to each.

Visa cockpit

For sponsored roles: each candidate's stated work authorisation and relocation readiness, so you know what a hire involves before you shortlist. Sponsorship itself is run with your own counsel; nothing is filed on your behalf.

The talent browser

Candidates who have chosen to be discoverable appear in the talent browser with their Signal Profile: a map of how their skills connect to the experience, projects and credentials that back them up, rather than a static CV. Filter by skills, geo-fit and relocation willingness. Candidates control whether they are listed, so everyone you find there has said yes to being found.

06 Responsiveness, trust and what comes with every post

Geo-flexible candidates have been ghosted more than most: they apply across borders to companies they cannot visit, and hear nothing. EnRoute measures how quickly employers review applications and shows a public "Responsive" or "Highly responsive" badge, with the typical days to review, once there is enough data. Low responsiveness is never shown publicly; the absence of the badge is enough. It is one of the strongest levers you have and it costs nothing.

INCLUDED WITH EVERY POSTING	WHAT IT DOES
Human review before publishing	Someone here reads your listing and checks the company. Candidates trust the board because of it.
Geo-Flex score and badge	Computed from your policy fields; shown on the card and in search.
Match scoring and geo-fit on every applicant	Ranked, explained, never filtered.
Applicant pipeline with team notes and evaluations	Shared with your team seats; private notes stay private.
Talent browser	Search discoverable candidates by skill and geo-fit.
Analytics	Views, applications, conversion, time to review.
Search-engine indexing	Google is told the moment a role opens and closes, rather than waiting for a crawl.
Referral credit	Refer another company; when they publish a listing, you get a free post.

REPOST AT HALF PRICE, AND USE THE SEASON CYCLE

Seasonal hiring is annual by nature. A listing you ran last September can be reposted for half the price this September, with the same structured data. Employers who post early in the hiring window (the Seasonal Jobs Hiring Calendar in this library shows when) get the applicants who have housing and visas sorted, not the ones who apply in a panic in November.

The best listings on EnRoute read like an answer to the question the candidate was about to ask. Write it that way and the pipeline fills with people who already know they fit.

EnRoute Jobs

Post your first role free.

Any category, reviewed by a person, live with a Geo-Flex score and the full recruiting toolkit. Packs and featured placement when you are hiring more than once.

POST A JOB

enroutejobs.com/employers

PRICING

enroutejobs.com/employers#pricing

EMPLOYER RESOURCES

enroutejobs.com/employer/resources

MORE FROM THE LIBRARY

- The Job Post Template Pack
- The Seasonal Staffing Planner
- The Visa Sponsorship Employer Checklist
- The Remote Interview Scorecard Kit
- The Hiring Pipeline Tracker
- The State of Geo-Flexible Work 2026

All at enroutejobs.com/publications

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