

Talent Marketing Managers

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HR Managers are the new Talent Marketing Managers

People Focus 2022

1. Attracting, Recruiting, Onboarding and Retaining Talent

86% of workers wouldn't apply or continue to work for a company with a bad reputation


Top Tip 

Attend the HRC
Workforce Planning
seminar

1. Employee Well-being - Resilience and Mental Health
2. Equality, Diversity and Inclusion
3. Enabling leaders to lead from the top down, live the values and manage their teams authentically
4. Career Development

WORKFORCE PLANNING

The People leader Role . . . Transformational

Top Tip 
Review the purpose &
goals of HR in an
organisation

1. Understanding of employee characteristics and what they want from work
2. Create a culture where the values underpin a psychological safety and real inclusion - a sense of belonging
3. Equip and support employees to be resilient, to bounce back from adversity
4. Equip & enable managers /leaders with skills to manage teams either F2F or remote teams to be productive and creative
5. Digitally savvy - use technology/data to benefit the organisation, employees and clients
6. Facilitating new ways to deliver employee experiences
7. Succession planning/career development as an intrinsic part of role

The 'key' skills are collaboration & influence

What is an employer brand?

Employer branding is the effective, identity based development and positioning of a company as a trustworthy and attractive employer in both its internal and external relationships

Top Tip 

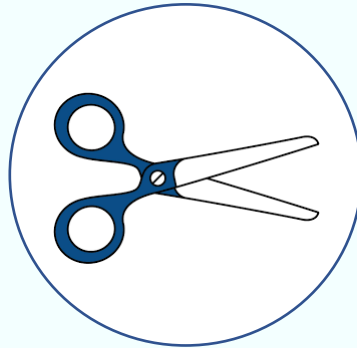
Develop your company's own authentic Employer Brand

The main benefits of employer branding



Time to fill

The employer branding programmes drive inbound application of candidates pipeline



Cutting the cost of hiring

Talent become more accessible through the use of referral programmes and online channels



Better Quality of hiring

Attract easier top talented candidates who fit the Company culture

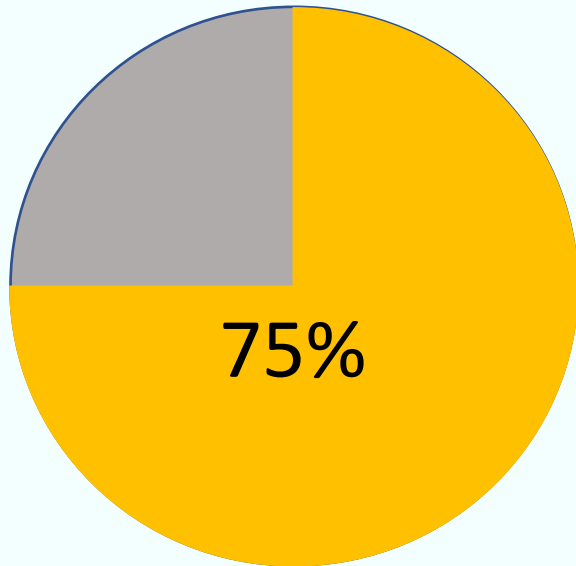


Engage Employees & Enhance Retention

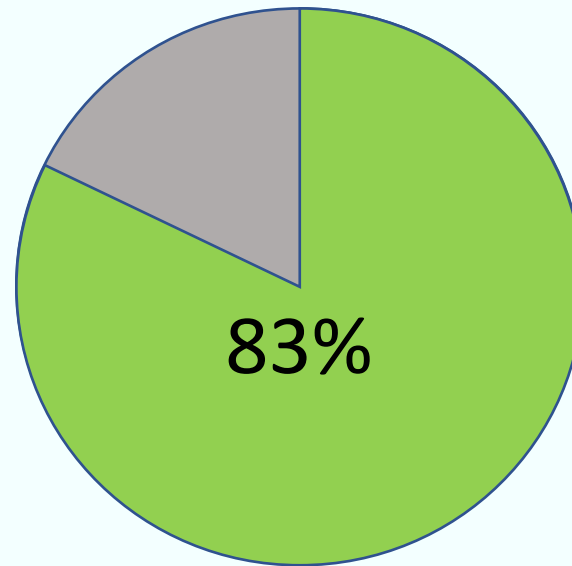
Internal employer branding programmes showing employee that they are valued. This creates happy employees & great brand ambassadors

Talented candidates choose the employer not the other way around

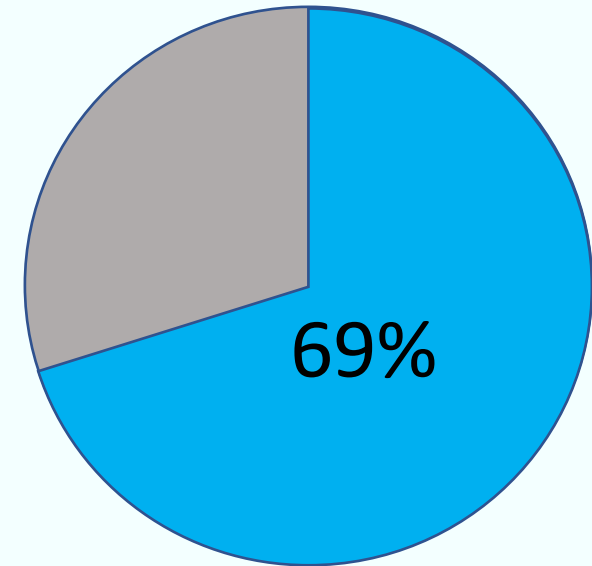
Importance of Employer Brand for attracting candidates



..of candidates research about reputation & employer brand before applying for job



..of employers say that employer brand plays a significant role in their ability to hire talent



..of candidates would NOT accept a job in a firm with a bad reputation even if they wouldn't have a job


Employer Branding Strategy in 5 Steps

1. Set your goals – Get more applicants, get presence, attract talent, reduce time and cost to hire ...?
2. Identify your candidate persona – Identify the characteristics of your perfect job candidate
3. Define your Employee Value Proposition – What is it your current employees love about you as an employer?
4. Define the channels and candidate touch points – Where and how will you promote your brand?
5. Measure the results – Measure the results of your strategy and efforts, and adjust accordingly.



Where is the talent marketplace?

- Schools } Employer Encounters
- Colleges & Universities } Internships
- Apprenticeships
- Current unemployed
- Employed
- Your own employees
- Abroad
- Inclusive returners to the Workplace

Top Tip 

Authentically engage with your local community

Methods and Channels for promoting your Employer Brand

- Social Networks
- Career Fairs
- Lectures and workshops
- Interviewing and CV writing
- Recruitment campaigns job adverts
- Candidate experience
- Volunteering opportunities
- Website
- PR and news articles
- Awards
- Disadvantaged groups
- Employee Testimonials ...

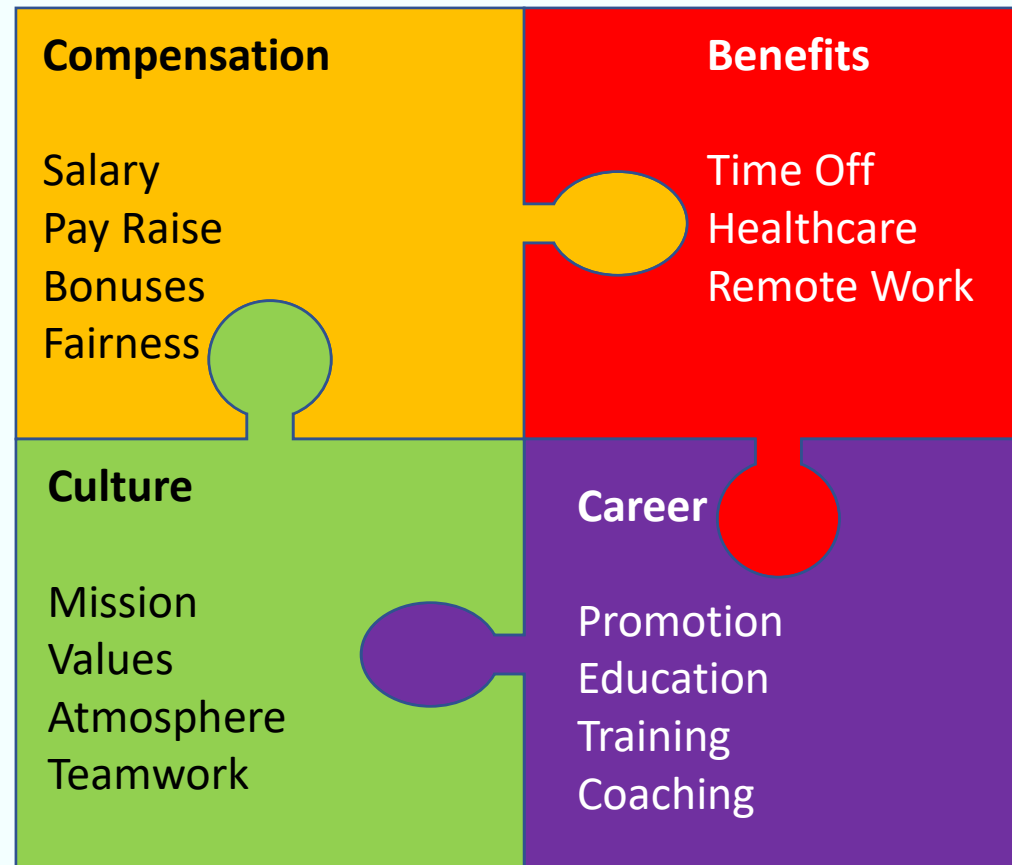
What is your employer value proposition EVP

- An Employer Value Proposition EVP -is the company's promise of value that covers the employees entire work environment. That includes everything from workspace design, compensation, benefits, job security, career development programmes to advanced training and career opportunities

Employee Value Proposition

Top Tip ★

Undertake an
Employee Survey.



Examples of EVP

Top Tip 

Access Government funded Leadership and Management Training through HR Champions

- Unilever
- Their website breaks it down like this: *“Unilever is the place where you can bring your purpose to life through the work that you do, creating a better business and a better world. You will work with brands that are loved and improve the lives of our consumers and the communities around us.”*
- Unilever’s Head of Global Talent Attraction and Employer Brand explained: *“At the heart of our value proposition is that we build leaders. We develop leaders for Unilever, and Unilever leaders go on to be leaders elsewhere in the world.”*

PwC

Top Tip 
Access Government funded
Digital Training

- From the PwC careers page: *“From developing leaders at every level, to digital training to help you embrace the innovative technology of tomorrow, PwC provides you with support to help you develop your career and build relationships with people from diverse backgrounds and across multiple industries. Are you ready to make an impact?”*

Five Ways to secure a successful relationship between people and Marketing

Agree who is the accountable /responsible person

Map the employer brand with the corporate brand

Commitment from the key stakeholders

Create advocates for the Employer Brand between HR & Marketing

Reinforce purpose

Engagement is driven by emotions: It's how the employment relationship makes us feel about ourselves.

How can HR & Marketing work together?



Create a multimedia and multichannel strategy



Build personas



Help with storytelling.



Help choose communication channels



Evaluate and re plan/ adjust plan as part of your on going Work force development plan

People want to do business with great businesses - how does your company stack up?

What can you find out about your company when you search for it

(LinkedIn, Website, PR, Articles, Twitter, Glassdoor)

What does it tell you about the company?

(How diverse & inclusive is it? CSR activities? Flexible? Employee
centric, value driven?)

Are there any Employment Tribunal cases reported against them?

Do they look like a good employer to work for?

(What's your gut instinct)

What does it say about their well being policy?

How does it compare with competitor branding?

Would you work for your company if you did the research?

What does your employer branding say about your business?