

DIGGING DEEP

GREENHOUSE WEBINARS

Employer Branding vs. Recruitment Marketing *(And How to Use Them Together)*

greenhouse

Wednesday, August 22, 2018
11:00 a.m. PST // 2:00 p.m. EST

themuse

Hi, I'm Jen

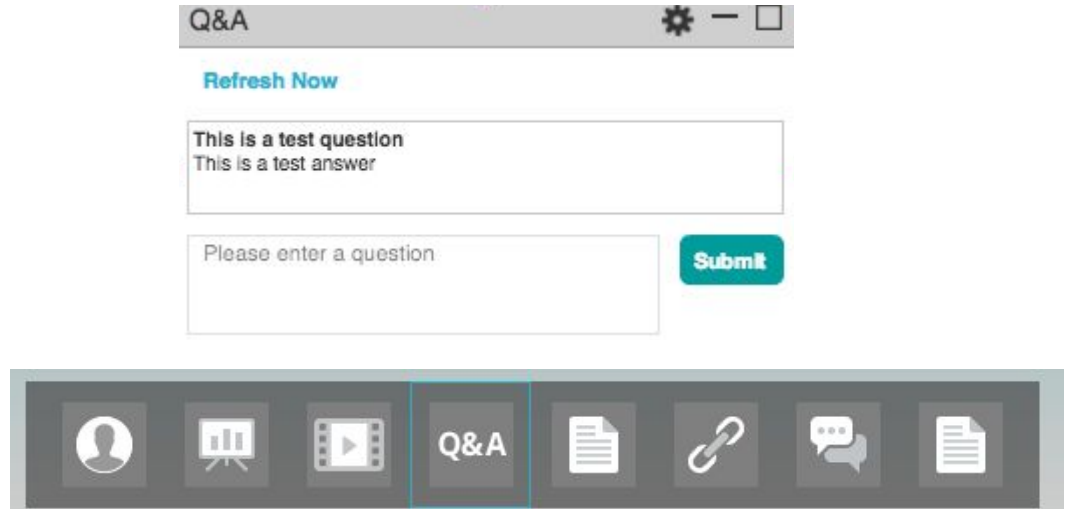


Jen Koniuk

Digital Marketing Manager
Greenhouse Software

Webinar Tips

- Ensure Adobe Flash is enabled
- Connect to audio using your computer's speakers
- All lines will be muted to avoid background noise
- You can ask questions at any time by typing them into the Q&A
- The recording will be sent afterwards



The screenshot shows a Q&A window with a title bar labeled "Q&A" and window control icons (gear, minus, square). Below the title bar is a "Refresh Now" link. The main content area contains a text box with the text "This is a test question" and "This is a test answer". Below this is another text box with the placeholder "Please enter a question" and a teal "Submit" button.

Below the Q&A window is a dark grey navigation bar with several icons: a person icon, a bar chart icon, a video player icon, a "Q&A" icon (highlighted with a blue border), a document icon, a link icon, a speech bubble icon, and another document icon.

Today's Speaker & Agenda



Abigail Horne

Senior Talent Acquisition Manager
Bettercloud

- 1 Context**
Why this matters
- 2 Employer Branding**
Definition & strategies
- 3 Recruitment Marketing**
Definition & strategies
- 4 Intersection**
How they work together
- 5 Questions**
Audience Q&A

Context

Recruiting is more than just looking through applications (misconception).

It's about getting your company (or *employer brand*) out in the market with specific content (*marketing*), and developing partnerships (more *marketing*) to showcase **why** your Org. is unique.

Employer Brand

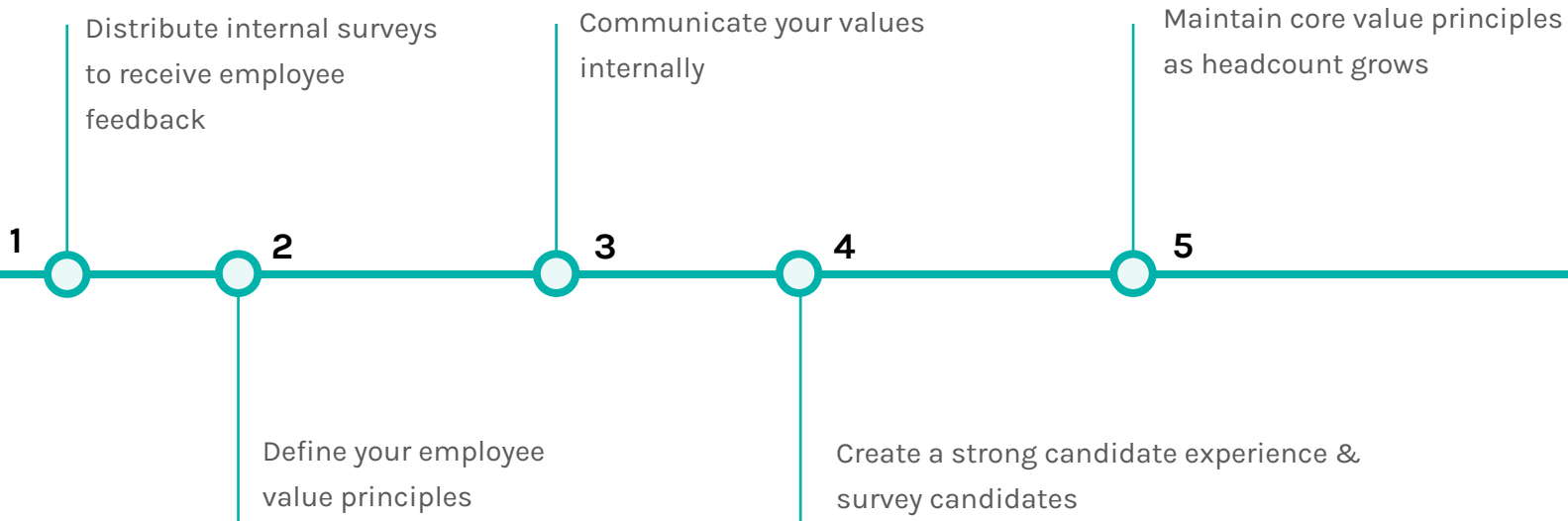
Employer Brand Definition

- Term commonly used to describe an employer's reputation
- Designed internally and tailored to align with employee value principles
- Must be established before marketing your brand

Employer Brand Significance

- Employer branding helps engage passive candidates
- A strong employer brand influences the attraction and retention of talent
- You will generate more referrals from employees
- You are in control of your organization's public reputation

Establishing your brand



Evolving your brand



Listen to employees



Prioritize areas of focus



What is recruitment marketing?

The process of promoting your company's employer brand externally.

Strategies



Recruitment Marketing

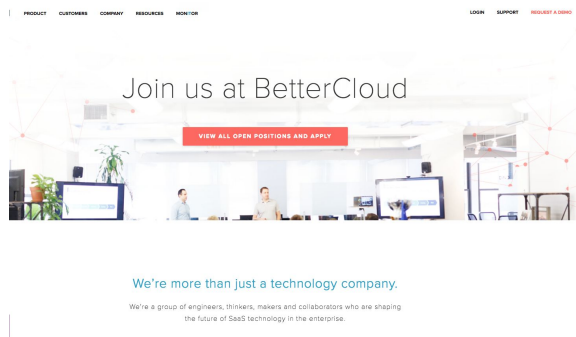
Blog Posts

Growing in the Greenhouse: Spotlight on Senior Director of Engineering, Adam Creeger

For some Greenhouse employees, the shift from the early stages of their careers to what they're doing now has been significant, like [Andrew Zirm's transition from astrophysicist to data scientist](#) or [LV](#)

Employee Spotlights authentically show prospective candidates what your Org is really made of.

Careers Page



Careers Page should be optimized similar to Marketing landing pages. Think about content vs. videos, navigation, layout and language. This is a perfect place to show your value propositions and guiding principles.

Job Descriptions

TALENT ACQUISITION SPECIALIST | ATL

at [BetterCloud](#) ([View all jobs](#))

Atlanta

BetterCloud is looking for a rising star who can become the primary recruiter for all roles. We are growing like crazy, which means our recruitment team needs to grow, someone energetic and passionate who has a knack for sourcing awesome technical talent, building the company brand and fanatically following process.

As our Talent Acquisition Specialist, you will be responsible for the recruitment process, sourcing all the way to making an offer. You'll work closely with our Senior Talent Ac

Job Descriptions should cater to the audience you're trying to hire. A marketing person will respond differently from a developer depending on the diction and framing of the description. Be honest, transparent, and conversational.

Strategies

Recruitment Marketing

Social Media

BetterCloud
3,628 followers
3mo

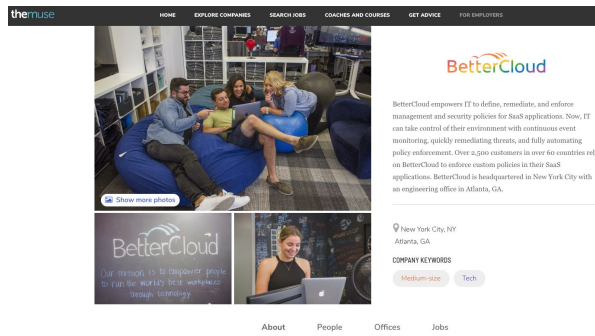
How did we change the game of cloud security (and build exceptional company culture too)? **Built In NYC** interviewed our CEO **David Politis** to find out: <https://lnkd.in/gBGgdac>



Encourage your employees to spread your employer brand via **social media**. To achieve this:

- Send weekly newsletters with media coverage
- Create a #media-coverage Slack channel
- Request employees to write reviews on company profiles

Company Profiles



Company Profiles give you the opportunity to share your brand story through content, reviews, employee stories. The Muse that will help you communicate a relevant and authentic employer brand to future candidates.

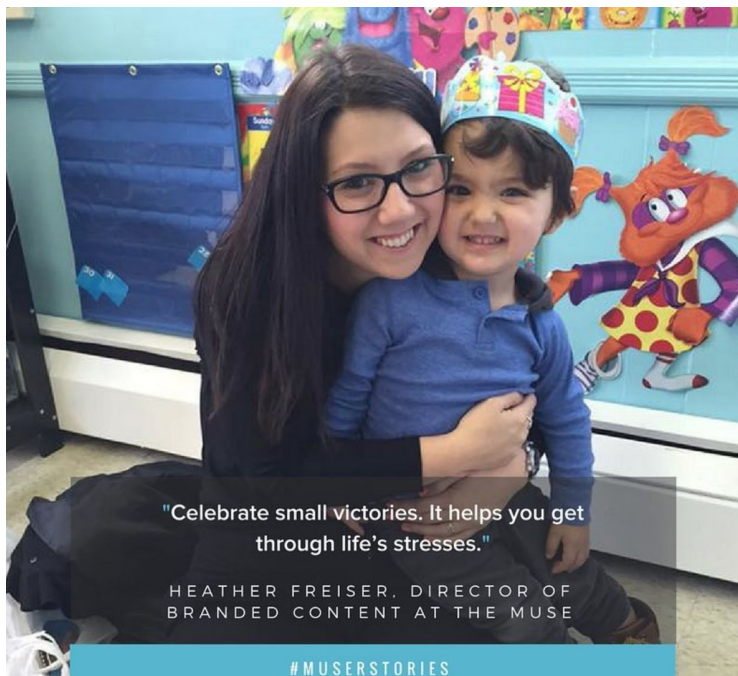
Events



Events give you the opportunity to make an impression on potential future candidates. Whether you're hosting, attending, speaking or sponsoring, events are a great marketing avenue.

Recruitment Marketing

Employee Storytelling



themuse • Follow

themuse Meet Heather. She found a career she loves (and is now director of branded content at The Muse!) without sacrificing family time. The key? Endless cups of coffee —plus to-do lists, limiting phone time, and giving herself a break. Read her full career story - link in bio.

gingeresq 🍷

johnnygolightly Go Heather!



193 likes

JANUARY 19

Impact



Passive Candidates

Proactive Marketing

Impact Potential New
Hires

Measuring ROI

Long-term investment
Leverage reports to see how each source is
impacting your pipeline

The screenshot shows a web interface for a recruitment tool. At the top, there's a navigation bar with 'Recruiting', 'My Dashboard', 'All Jobs', and 'All Candidates'. Below that, the report title 'Candidate Quality by Source' is displayed. The report is a table with columns for different stages: Phone Screen, Hiring Manager R..., Preliminary Phon..., Recruiter Screen, In-Person / Face L..., Background Check, and Face to Fa. The rows list various sources like Agencies, Bad Recruiters Agency, Example Agency, Company marketing, jobs page on your website, Social media presence, In person event, Campus recruiting, Recruitmania, Prospecting, AngelList, LinkedIn (Prospecting), Other, Smashfly, Referral, Third-party boards, SimplyHired, and Not Specified. The table shows the number of candidates at each stage for each source. For example, 'Agencies' has 2 phone screens, 0 hiring manager reviews, 2 preliminary phone screens, 0 recruiter screens, 2 in-person/face-to-face interviews, 0 background checks, and 1 face-to-face interview. The 'Prospecting' row shows a total of 18 hiring manager reviews, 25 preliminary phone screens, 0 recruiter screens, 0 in-person/face-to-face interviews, 19 background checks, and 23 face-to-face interviews. The table is paginated, showing page 1 of 2 with 20 rows per page.

	Phone Screen	Hiring Manager R...	Preliminary Phon...	Recruiter Screen	In-Person / Face L...	Background Check	Face to Fa
Agencies	2	0	2	0	2	0	1
Bad Recruiters Agency	1	0	2	0	1	0	1
Example Agency	1	0	0	0	1	0	0
Company marketing	0	1	9	0	0	1	3
jobs page on your website	0	1	7	0	0	1	3
Social media presence	0	0	2	0	0	0	0
In person event	0	0	0	0	0	0	0
Campus recruiting	0	0	0	0	0	0	0
Recruitmania	0	0	0	0	0	0	0
Prospecting	0	18	25	0	0	19	23
AngelList	0	0	2	0	0	0	1
LinkedIn (Prospecting)	0	18	22	0	0	18	21
Other	0	0	1	0	0	1	1
Smashfly	0	0	0	0	0	0	0
Referral	2	1	5	0	2	1	5
Referral	2	1	5	0	2	1	5
Third-party boards	0	0	0	0	0	0	1
SimplyHired	0	0	0	0	0	0	1
Other	4	3	7	0	3	3	5
Not Specified	4	3	7	0	3	3	5

The background is a solid teal color. It is decorated with various white and light teal geometric shapes scattered across the surface. These shapes include circles of different sizes, squares, rectangles, triangles, and small 'x' marks. Some shapes are solid, while others are just outlines. The overall aesthetic is clean and modern.

Questions?

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Thank you.