

Employment Branding

DISTINGUISH YOUR BRAND.

What sets your
company apart?



Alan Kinsey
akinsey@inquirehire.com
800-494-5922

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Who is Inquirehire?

Davenport, IA based company

1,200+ employers in 44 states

Help employers optimize hiring decisions

Who is Inquirehire?

Inquirehire Services

Background
Screening &
Social Media
Screening

Assessments
and
Reference
Checks

Integrated
Applicant
Tracking
Systems

Employment Branding

Who is Inquirehire?

1. Davenport, IA based company operating since 1996.
2. We work with more than 1,300 employers in 44 states.
3. We help employers optimize employment branding, talent selection processes, and hiring decisions.

Employment Branding

Some jobs are tougher than others to brand



Employment Branding

Some jobs are tougher than others to brand



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Employment Branding

Some jobs are tougher than others to brand



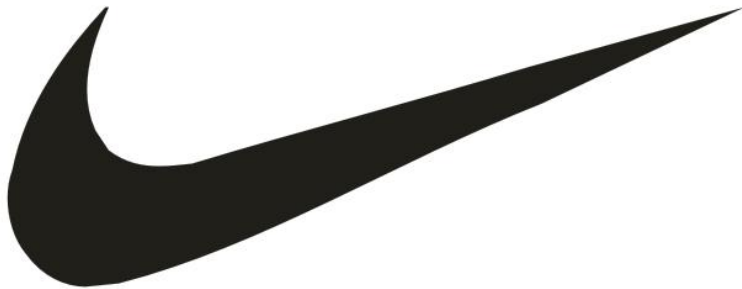
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Employment Branding

In Traditional Marketing, Effective Branding . . .

1. Reduces the cost of attracting customers
2. Increases customer loyalty and retention
3. Enhances the ability to attract new customers and grow

Employment Branding



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Employment Branding

Effective Employment Branding . . .

1. Reduces the cost of attracting ***applicants***
2. Increases ***employee*** loyalty and retention
3. Enhances your ability to attract ***preferred candidates***

Employment Branding

Why does it matter?

If your organization has a 15% turnover rate – statistically you will completely replace your staff every 6 or 7 years.



Employment Branding

Organizations with strong employment brands move up as they replace personnel.

Others step down.

Will you step up, or step down?



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Challenge:

Record unemployment leads to an abundance of unqualified candidates.



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Challenge:

Employers are increasingly looking for candidates with a broader set of skills, experiences, and accomplishments.

Employment Branding

Challenge:

There is a limited supply of applicants that meet these higher standards, and the competition for top candidates is intense.



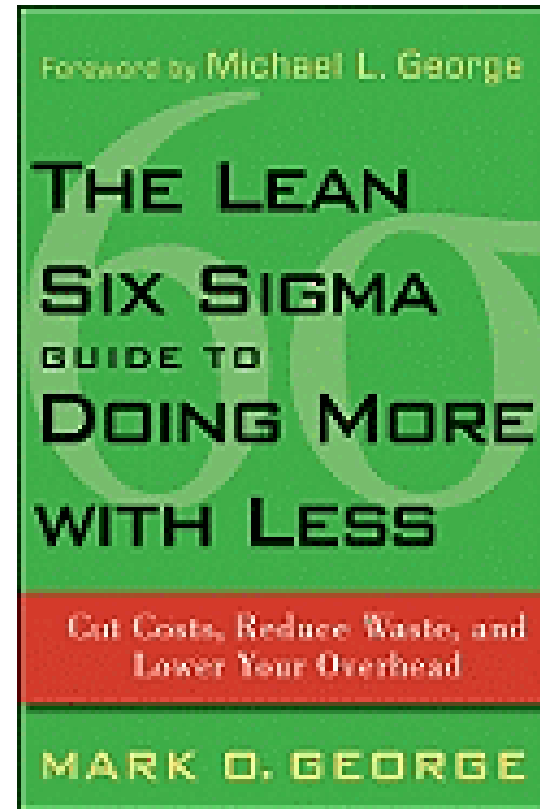
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Challenge:

Do more, with less.

And by the way – do it faster too.



Employment Branding

Ideally your brand . . .

- is credible and compelling
- links the brand with workplace attributes
- uniquely differentiates (positively)
- is authentic and aligned with your organization's culture and values
- speaks directly to recruits and employees

Employment Branding

4 Questions Your Brand Must Answer:

- Why should I work here?
- What is the value proposition?
- What will my job be like?
- What will my future be like?

Employment Branding

Welcome.

Thank you for your interest in a career at United Bank of Iowa.

- Headquarters in Ida Grove, Iowa
- 24 offices serving west central Iowa
- Iowa's #1 Ag Bank the past eight years

If you are interested in joining a community bank that is focused on creating and maintaining personalized customer relationships, we invite you to explore our current job listings and consider becoming part of the UBI team.



[Return to United Bank of Iowa](#)

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Employment Branding

Life keeps getting better.

**FREESTAR
BANK**


LANGUAGE
English (US)

LOGIN / REGISTER
Username:
Password:

[Forgot Password ?](#)
[Register as a New User](#)

CAREERS SECTION MENU
[Careers Home](#)

SEARCH POSITIONS
Search Term:
Category:
Location:
Position:



Turn any mouse pad
into a launch pad for success.

As a community bank with branches throughout east central Illinois, we're always looking for people who will build our business by building relationships with the customers we serve. And once we find them, we work to keep them, with competitive salaries, benefits and an exceptional work environment. To learn more, use the search tools to the left to explore our current job listings, and discover why life keeps getting better with a great job from FREESTAR Bank.

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Employment Branding

A graphic with a green geometric background. At the top, a black bar contains the text 'HELLO. MEET OPPORTUNITY.' in white and green. Below this is a row of five headshots of diverse professionals. To the left of the text block is a large, stylized green arrow pointing right, composed of a grid of white squares. To the right of the arrow is a black text block with white text.

HELLO. MEET OPPORTUNITY.

As a community bank with branches throughout east central Illinois, we're always looking for people who will help build our business by building relationships with the customers we serve. And once we find them, we work to keep them, with competitive salaries, benefits and an exceptional work environment. To learn more, use the search tools to the left to explore our current job listings and discover why life keeps getting better with a great job from Freestar.

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Employment Branding



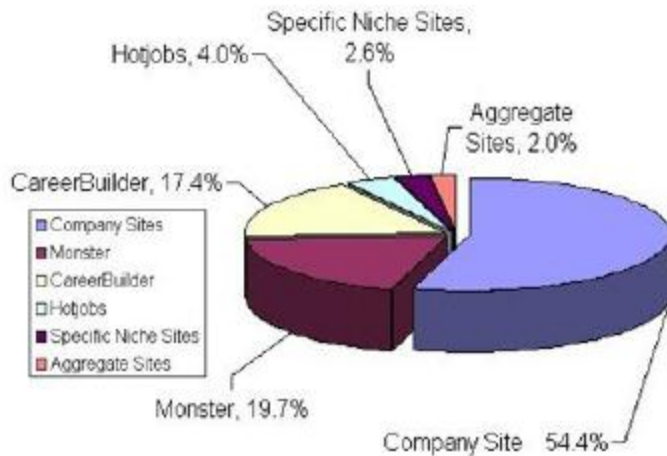
DemirCo South Shores Forsyth Mt. Zion Champaign Springfield

At Hickory Point Bank, our success is based upon the integrity, brilliance, and hard work of our team. We are committed to offering our employees opportunities for learning and career advancement through internal job postings. Prior to applying for a job opportunity we ask that you share your intentions with your supervisor. Supervisor approval is required if you have been in your current position less than 12 months.



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Employment Branding



Breakdown of Job Boards as Source of Hire
Source: CareerXroads 7th Annual Source of Hire Study

Sourcing – leverage your employment brand across the communications spectrum.

- Career Site
- Job Boards
- Social Media
- Traditional Ads
- Employee Referrals

Employment Branding

Hiring Process:

- Requisition management
- Applicant sourcing
- Application acceptance
- Applicant ranking/scoring
- Applicant communications
- Assessment testing
- Background screening
- Onboarding
- New hire surveys
- Data integration to payroll/HRIS



Employment Branding

Candidate First Impressions – Your communication timeliness and effectiveness will create a lasting impression. Automating and controlling this messaging conveys a professional, positive image - even to rejected candidates.



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Employment Branding

Find the ONE

Faster processes help your organization secure top talent and achieve a competitive advantage.

Automated and integrated processes enable you to evaluate candidates faster and more effectively.



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Retention

Continuous process improvement is important to retain good employees.

Optimize your hiring process by learning about your weaknesses from new hires.



World Class Hiring Organizations

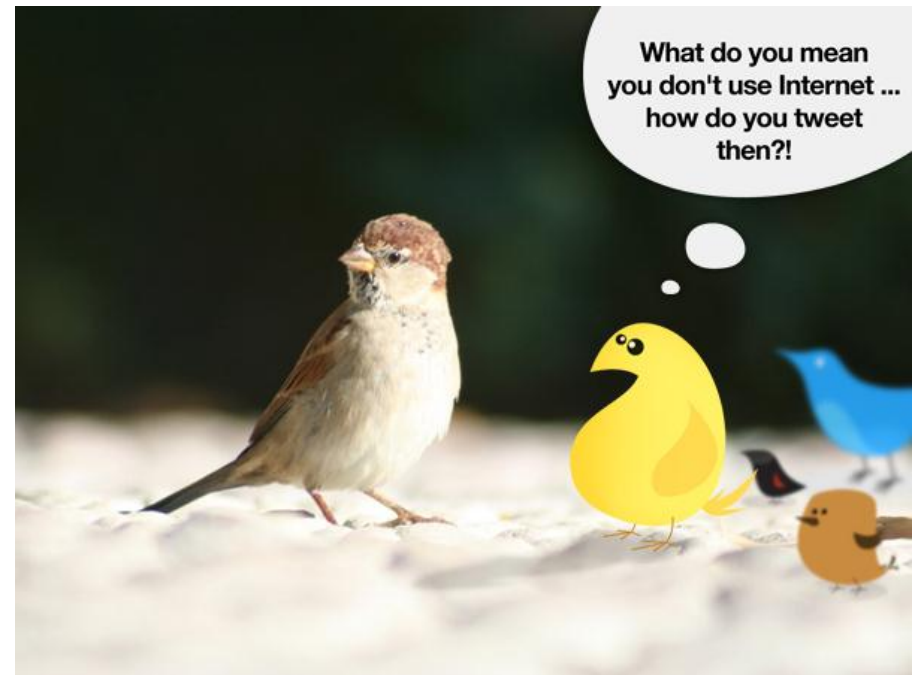
**Effective Branding is the
Convergence of. . .**

1. A Strong Message
2. An Effective Hiring Process
3. A Positive Employment Experience

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Success Factors:

1. Clarity of branding message
2. Hiring process must reinforce the message
3. Employment experience must reinforce the message



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Next Steps:

1. Build your brand identity and promise
2. Develop an employee value proposition
3. Diagnose your candidate and employee experience
4. Create an engaging candidate and employment experience
5. Develop an employment brand marketing strategy
6. Develop an ongoing measurement system to evaluate the effectiveness of your employment brand
 - Cost of hire
 - Time to hire
 - Quality of hire
 - Employee retention

Employment Branding

“Change before
you have to.”

Jack Welch
CEO
General Electric



The information presented by Inquirehire is not intended to be legal advice. Inquirehire recommends that you consult with legal counsel before making any decisions related to the information presented.

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