

Employment Branding

DISTINGUISH YOUR BRAND.

What sets your
company apart?



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Look Better

Employment Branding

Some jobs are tougher than others to brand



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Our Agenda:

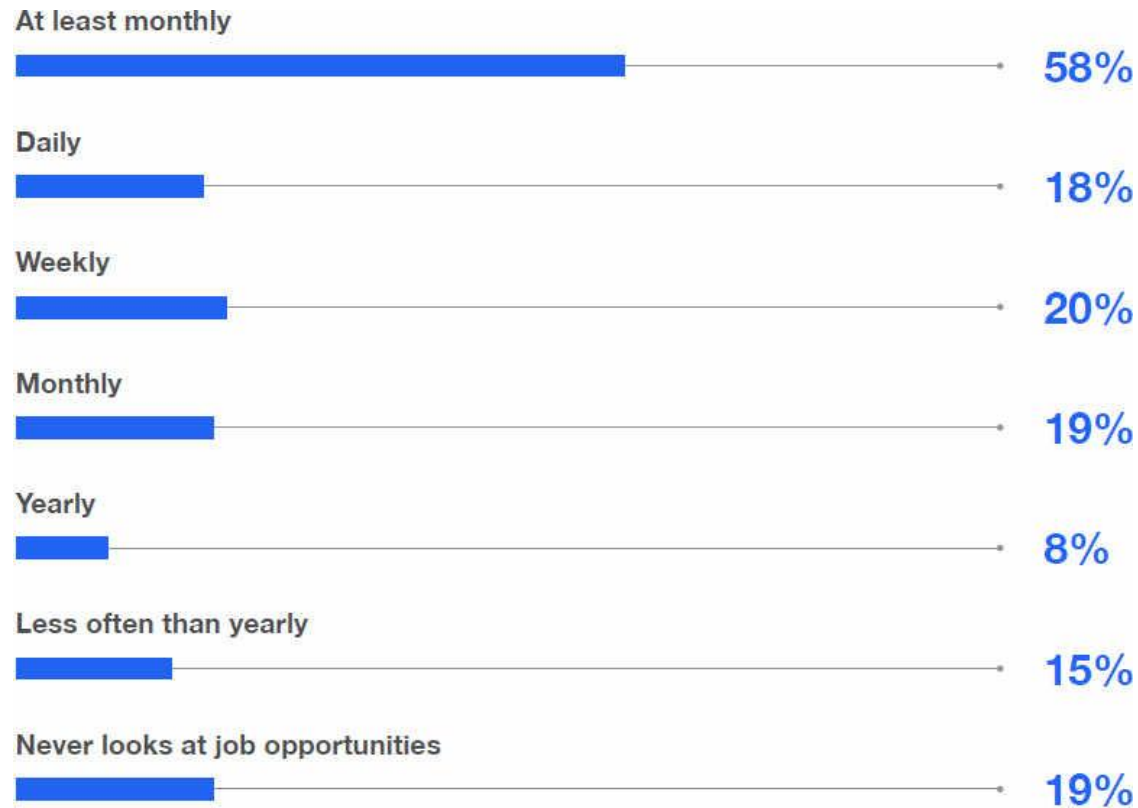
- Sizing the opportunity
- Acknowledging the challenges
- Effective employment branding

Employment Branding

71% of people in the labor force say they are actively looking or open to a new job.

Source: Harris Poll (Base=Employed or not employed but looking, n=2,293)

Employment Branding



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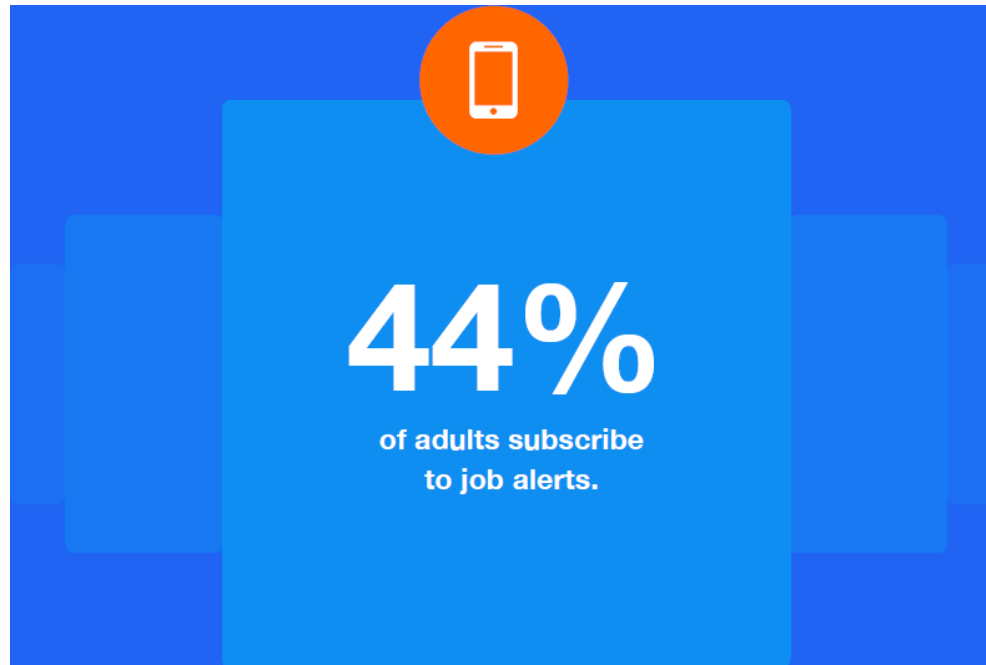
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Employees like to keep a pulse
on the job market

72%

of employed adults agree it's important
for them to be aware of jobs currently out
there in the market, regardless of whether
they are employed or not.

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Source: Harris Poll (Base=Employed or not employed but looking,
Some college or less education, n=1,701; College degree or more
education, n=981)

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People are motivated to own their job search

Candidates are more confident in the jobs they find themselves, rather than jobs presented by a recruiter.

64% of employed adults say **they would feel more confident that a job is the right fit** for them if they picked the company and applied versus if a recruiter contacted them.¹

52% say they think **they would be more successful in a job they found on their own** versus one they got from a recruiter or company that contacted them.¹

78% agree that if a recruiter or friend proactively contacted them about a position, **they would consider other available jobs as well** (rather than only that specific position).²

1. Source: Harris Poll (Base=Employed, n=1,997)

2. Source: Harris Poll (Base=Employed or not employed but looking, n=2,293)

Employment Branding

Top 3 reasons candidates were most attracted to a new job



Source: Harris Poll (Base=Employed or not employed but looking, n= 2,293)

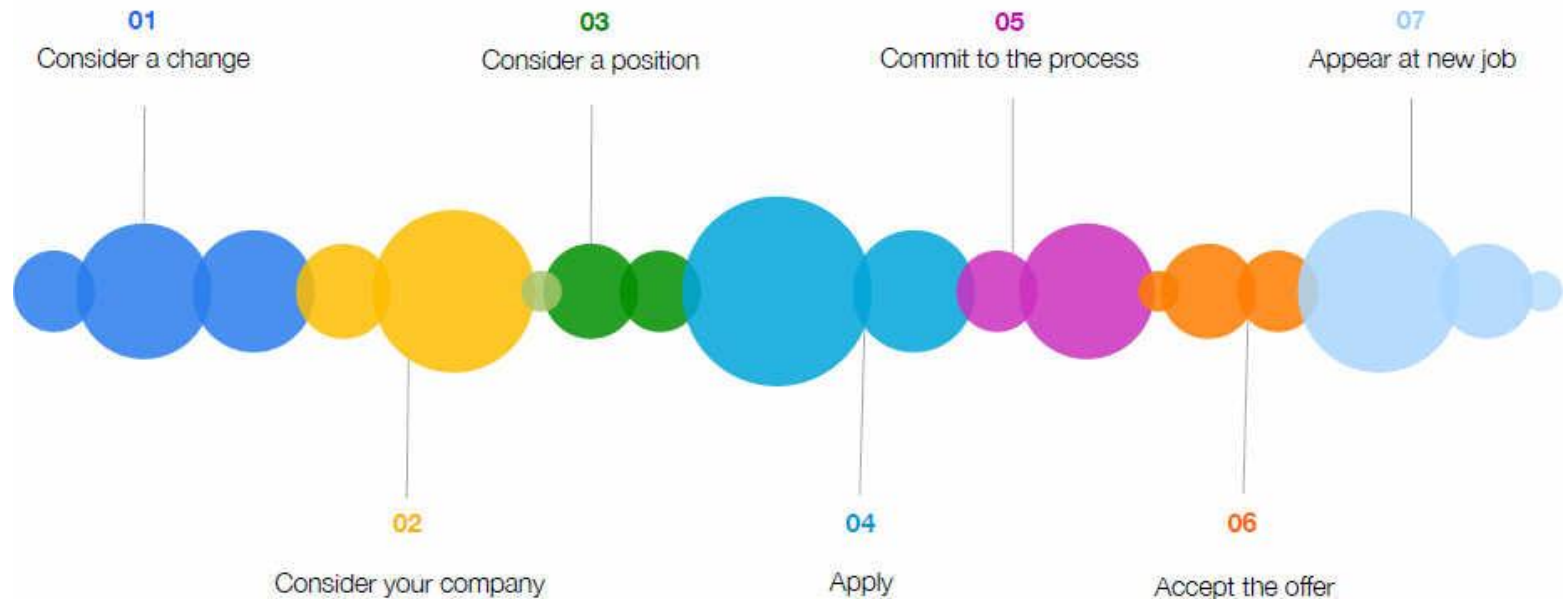
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The Career Decision Making Process



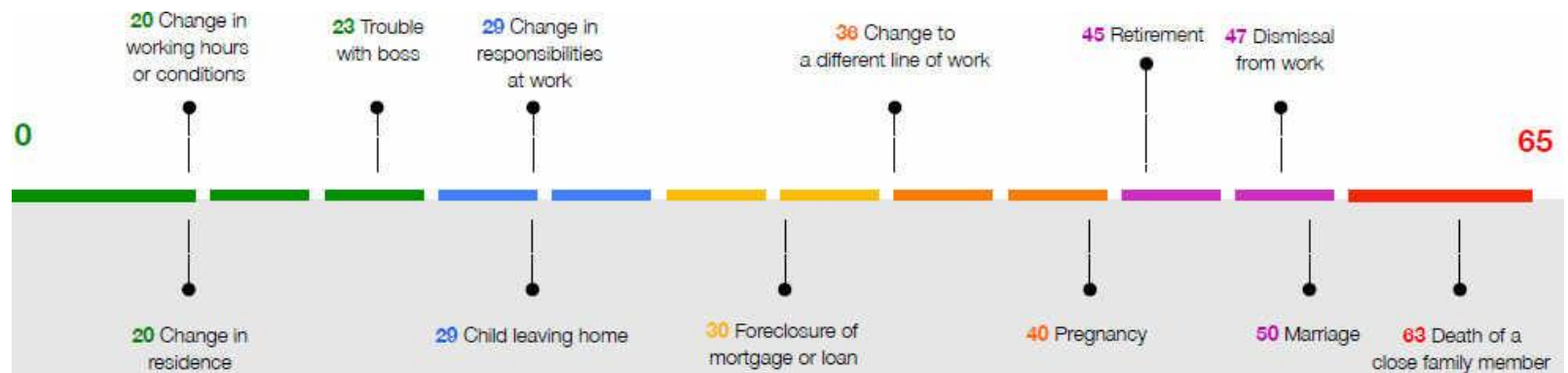
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Consider a change

- Stressful
- Evaluate risk of change
- Over-estimate negatives
- Under-estimate positives

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The forces against career change
are incredibly strong



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Considering your organization

- Pay and compensation
- Location
- Flexibility
- Benefits
- Work environment
- Reputation
- Family fit
- Advancement potential
- Mission/vision alignment

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What is your process like?

- Simple, clear, and easy?
- Mobile enabled?
- How much time does it take?
- What is your employment brand identity?



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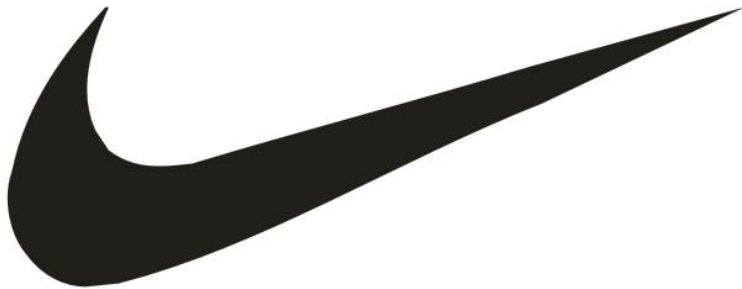
A brand is a proprietary, visual, emotional, rational, and cultural image that is associated with a company or product.

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

A brand resides in the head and heart of customers and prospective customers.

An *employment* brand resides in the head and heart of *employees* and *prospective employees*.

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* and grow

Employment Branding

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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

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4 Questions Your Brand Must Answer:

- Why should I work here?
- What is the value proposition? What do I get in exchange for my labor?
- What will my job be like?
- What will my future be like?

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Be Realistic:

- Levis Men's Suits
- Gerber Adult Food



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First Impressions:

- Imagine you are 18 to 29 years old and looking for a job in a bank.
- Which of the following images taken from actual bank career sites would make you think, “I can’t wait to work here”

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Closer to you

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QCR Holdings, Inc. is a multi-bank holding company headquartered in Moline, Illinois that prides itself in building the very best relationships as it serves the Quad Cities, Cedar Rapids and Rockford communities through its wholly owned subsidiary banks. Each bank provides full-service commercial and consumer banking, trust, and asset management services. The company also engages in commercial leasing through its subsidiary, M2 Lease Funds, LLC, based in Milwaukee, Wisconsin.



TO SEARCH FOR JOB OPENINGS IN OUR ORGANIZATION, USE THE CONVENIENT SEARCH TOOLS IN THE SEARCH POSITIONS SECTION. OR SIMPLY CLICK ON THE NAME OF AN ENTITY LISTED BELOW TO GET A COMPLETE LISTING OF OPPORTUNITIES WITHIN THE ENTITY.

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The image shows a screenshot of the Freestar Bank career website. The background is a dark blue space with stars. On the right, a green and silver rocket with 'FREESTAR BANK' written on its side is launching upwards, leaving a bright orange and yellow flame trail. On the left, there is a sidebar with a green header 'FREESTAR BANK' and the tagline 'Life keeps getting better.' Below this are sections for 'LANGUAGE' (English (US)), 'LOGIN / REGISTER' (Username, Password, Login button, Forgot Password?, Register as a New User), 'CAREERS SECTION MENU' (Careers Home), and 'SEARCH POSITIONS' (Search Term, Category, Location, Position, Search button).

Life keeps getting better.

FREESTAR
BANK

LANGUAGE

English (US)

LOGIN / REGISTER

Username:

Password:

Login

Forgot Password ?
Register as a New User

CAREERS SECTION MENU

Careers Home

SEARCH POSITIONS

Search Term:

Category:

Location:

Position:

Advanced Search

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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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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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

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

1. A Strong and Credible 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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3 Big Mistakes to Avoid:

1. Not establishing differentiation
2. Changing too much and too often
3. Not aligning promise with delivery

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