

Recruitment Marketing Fundamentals

Insights and tips to develop
the best strategies



ASG
& PARTNERS

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HR Professional or Recruitment Marketer?

In the race to attract and retain the best talent for their organisations, HR practitioners are increasingly expected to be recruitment marketers in addition to their very long list of roles and responsibilities.

With fast-paced changes taking place in the recruitment marketing landscape, how can you maintain your competitive edge?

Let ASG & Partners help.

Our Recruitment Marketing team prides itself on working closely with our clients, acting as an extension of their HR Departments.

We know it's all about understanding your audience and how to engage them, ensuring

you find the right talent your company needs to flourish.

Creating compelling employer brands and content as well as top notch media strategy and execution are just some of our passions.

But, most of all, we believe in partnership and getting results, working with over 100 public, private and third sector clients right across the UK and Ireland.

We hope this handbook will give you some helpful insights and tips on developing the right recruitment marketing strategy for your business.

For more information on how we can help you, contact Emma Murray, ASG's Director of Recruitment Marketing on 028 9080 2000 or email: emma@asgandpartners.com



Developing A Strong Employer Brand



9 out of 10 organisations are focusing on improving their employer brand

Source: CIPD Resourcing and Talent Planning Survey

A strong employer brand is the key to your organisation's success in attracting and retaining the right talent. It can also help change perceptions of your organisation in the marketplace.

So, what is an Employer Brand?

The bottom line is you already have one. It's your reputation as a place to work.

Whether it is what you would want it to be is another matter entirely, but a good employer brand communicates to

both potential and existing employees your core values and attributes, and highlights what sets you apart.

Communicated consistently and honestly, an employer brand will help you to attract the talent that is the 'best fit' for your organisation and will deepen the loyalty and engagement of the existing workforce. So, how can you make sure you are winning the 'brand battle' against your competitors?

Questions to ask before you begin

1. What are the key challenges being faced by my organisation regarding attraction and retention? Is it a lack of skilled applicants, high turnover rates, difficulty in retaining quality staff?



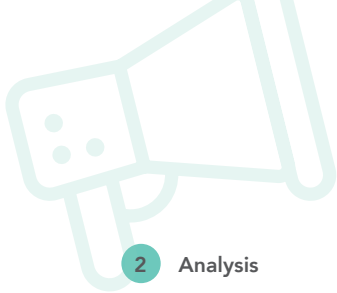
2. Who is (are) my target audience(s)? You may need to develop differing brand attributes, and therefore key messages, depending on the audience. Experienced staff may be more interested in work-life balance, whereas recent graduates will be interested in career development and progression, opportunities to travel, social aspects of the company etc.
3. How do candidates view the entire application process? Look at the candidate's journey from first seeing/hearing the recruitment messages. Are the core values and key messages conveyed in your recruitment marketing carried through in the tone, look and

feel of your website and subsequent application and selection process?

4 Stages in developing your Employer Brand

1 Research

Conduct focus groups with staff, from junior employees, right up to Director level. This will give you an understanding of the range of perceptions of the organisation as a place to work. Also gather feedback from those candidates you wish to attract as well as the opinions of suppliers, for example recruitment agencies. Research what your competitors are doing, good or otherwise.



2 Analysis

From the research gathered, define your Employee Value Proposition (EVP). This essentially is your brand attributes and the core values that help set your organisation apart from the competition. At this stage, initial creative solutions can be worked up.

3 Communication and Application

Before any employer brand is communicated to the outside world, it's vital to present it to those people who provided insight in the first place – your employees. Does the EVP match their experience? Securing buy-in at this stage will help existing employees become better brand advocates for your organisation.

The Employer Brand should then be applied to all internal and external methods of communication.

4 Evaluate and Measure

As the Employer Brand is rolled out, measure its success by carrying out more evaluation internally, such as employee satisfaction and engagement surveys. Research how the brand has been perceived externally by potential candidates, suppliers and competitors alike. You should also analyse turnover/retention rates and measure the data that is returned from the launch of any recruitment competition to level of completed applications and then appointment.



Careers Website

Your careers website is one of the most important recruitment marketing tools in your armoury.

In fact, 74% of respondents in the most recent CIPD Resourcing and Talent Planning Survey cited that their careers website was one of the most effective attraction methods.

Our Top Tips

- **Are you Mobile Optimised?**

4 in 5 jobseekers in Northern Ireland use their smartphone to search for jobs, according to nijobs.com. So, it's never been more important to make sure your careers website is fit for purpose. A mobile optimised website will rank higher on search engines too!

- **Simplifying Applications**

Review your application process, making it as easy as possible for potential candidates to apply to your roles. A lengthy application process on a smartphone or on desktop will de-motivate candidates and increase the chances of an application not being finished. Instead of full applications, consider CV applications or allow candidates to apply using their LinkedIn profile.

- **Content**

Always think candidate first. The content on your careers website or microsite must always be relevant, authentic and up to date. Sites which use video content will have better engagement and longer dwell times.



Choosing The Right Channels

It can be difficult to decide where best to place your recruitment advert to reach the right talent at the right time.

It's important that any advertising budget is used in the most cost-efficient way possible to attract both passive and active job seekers.

In a sea of digital, radio, outdoor, TV and print options it can be confusing and potentially costly to make the wrong choice. Less than one in four (24%) HR professionals rate the level of the current use of recruitment marketing in their organisations as "very high" or "high" (*State of Recruitment Marketing, Hubspot 2018*).

Our Top Tips

- **One size doesn't fit all**

Just because LinkedIn worked to fill that Director of Communications role doesn't mean it will work for hiring the CEO's new Personal Assistant. Understanding the targeting abilities of all the various channels available to reach your audience(s) is key. The scale of your campaign will also affect media selection. For example, if your company is recruiting at volume, a multi-channel campaign will raise awareness of your brand much quicker, not to mention increase your reach, maximise cost-efficiencies and drive more potential candidates to your website.



- **Ready, Set, Budget!**

Have a realistic budget in mind from the offset, know how much you want to spend on your recruitment campaign and stick to it. This will help you decide and narrow down the choices of media platforms available.

- **Do your homework**

Being really clear about your objectives, who you want to reach, as well as understanding the strengths and weaknesses of media channels available to you, will help you develop the best media strategy. At ASG, we use a range of specialist media planning tools, as well as our experience in the market, to develop campaigns for our clients to get the best reach and results.

- **Review and refine**

You selected your media channels, your recruitment campaign has ended, and you have applicants. But your recruitment marketing campaign does not end there. Ask for statistics from media channels, check how much traffic came from those websites you advertised on and check it against your own website analytics. This analysis is important to inform future media choices and campaigns. Remember that candidates may have seen your advert on more than one channel before eventually clicking on your website, so asking them where they saw your advert is not always the most accurate measure of how effective your campaign has been.



Digital Recruitment Marketing

In a world that is fast becoming digital first, correctly harnessing digital marketing is an incredibly powerful tool for any recruitment campaign.

The micro-targeting available on both Facebook and Google is singular in reaching a highly relevant audience by turning on geographical, interest, and age targeting.

Consider also its provision for conversion tracking to measure calls received, job applications completed, or indeed the cost involved to achieve a completed job application and you have a pretty indispensable tool.

So how do you strike a balance?

Our Top Tips

● Knowledge is power

Understanding digital media and how to use paid, earned and owned channels is crucial. You may be in a fortunate position that you have a digital marketing expert in house who can guide and if not, there are plenty of free digital marketing qualifications you can avail of through Facebook and Google.

● Reading by numbers

Clicks are not the most important factor to measure in a digital marketing campaign, it's about the quality of those clicks, who is clicking on your adverts and what they are doing when they reach the website. Google Analytics is a great



tool for getting to grips with your website visitors and understanding why you may be seeing a lot of clicks, but not converting these clicks into applications.

- **The power of three**

Paid, owned and earned digital media. All three must work in harmony to create the best impression of your company for potential candidates. There's no point having an all singing, all dancing website but nobody knows that your company is hiring.

- **Get your Google on**

Being top of the Google search results is crucial given that over 50% of people won't look beyond the first three search results. To achieve this organically

takes time and money invested by engaging in both on-site and off-site search engine optimisation. Another option would be to use paid search advertising which puts your business to the top of the google search results and can be turned on and off in line with recruitment marketing campaigns.

At ASG, our media planners and buyers work with our clients to develop and execute targeted digital recruitment campaigns that get great results. See some examples of our work online at asgandpartners.com



Writing The Best Job Ad

Making sure your vacancy stands out, engages your audience and most importantly makes them hit that 'apply' button is critical in today's crowded market.

Our Top Tips

- **Be specific!**

Interest will be lost after the first few seconds if you haven't been clear about the role. Hook your audience with some creative copy, outlining key responsibilities.

- **Be on brand**

Your job ad is the perfect vehicle to live and breathe that employer brand you've worked hard to develop. Introduce information such as company culture, your values, rewards and benefits.

- **On-point Job Titles**

Make sure your job title contains relevant and searchable keywords or you run the risk of your ad being invisible. Don't say HR Manager if the role has a unique specialism or sector, for example, HR Manager - Employee Relations.

- **Language, please!**

Are you using gender neutral language in your job ads? This will help win the unconscious bias war and improve diversity in your talent pool.

- **Short and sweet**

Enough information to generate interest and hit "apply" is all you need – role, responsibilities, salary, location, criteria etc. Create a template and aim for 500-700 words.



Crucial Content

An investment in producing and publishing the right content across all your communications channels will go a really long way in engaging and delivering the right talent through the door, not to mention retaining the best talent.

From your recruitment advertising and posts on social media channels to your careers website, internal comms and events, a mix of targeted, authentic and current content is crucial.

By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017. (Cisco).

The savviest HR teams are using this format to beat the competition.

Video has higher levels of engagement than text and can be used in all areas of talent acquisition, from short form adverts in the attraction stage right through to explainer videos used in the induction process.

Our Top Tips

- **Use Employee Ambassadors**

Genuine employee stories of what it means to work for your organisation, communicated by the very people themselves, are highly trusted and will help attract the same quality talent.

- **Video length**

Craft your message specifically for the channel you are using, in length and creative. If you don't, you



can easily harm your brand. A 2-minute video is totally acceptable on YouTube or your website, compared to a 20 second or less on Facebook and 15 second or less on Instagram.

- **Develop a content calendar**

Getting the mix between active recruiting content versus content which showcases your organisation as a great place to work and the culture within is so important and much more engaging.

- **Make it all about the candidate**

Your video content must clearly show why your organisation is a great place to work for them. Cover off what they really want to know - rewards and benefits,

career progression, company culture.

- **Make it genuine**

All created content must link back to your employer brand and your Employee Value Proposition (EVP). If your content is not authentic, you run the risk of disillusioning existing employees as well as potential ones.

An honest portrayal of your organisation and what it's like to work for you = better engagement.



Retention

Attracting the right talent is one thing; retaining that talent is a whole new challenge.

The recent Labour Market Outlook (LMO), published by the CIPD, cites that 33% of those surveyed are experiencing difficulty in retaining staff

(Source: CIPD May 2019).

In addition to up-skilling, learning and development opportunities, clear career progression pathways and reviewing salaries, your Employer Brand can also go a long way in helping retain the right people you need.

- **Brand Ambassadors**

Engaged and motivated staff can play a vital role in communicating your

employer brand. Use them in your next campaign or showcase their stories on your website. Organisations who use their staff to convey the workplace culture will see their social engagement skyrocketing!

- **Consistent Communications**

Keeping staff informed of what's going on at regular intervals is always a good thing. This can be through email updates, more formalised e-newsletters/ blogs and even video content. Make sure the language, tone and creative you have developed for your Employer Brand is always used.



- **Onboarding and Induction**

So, you've made the right hire and joining date has been agreed. Great.

Don't undo all your efforts and take your foot off the pedal by not having clear onboarding and induction programmes.

These elements are even more critical to ensuring your new recruit stays with you and feels part of the company before they've even walked through the door. Onboarding and induction toolkits comprising of short explainer videos, digital checklists and welcome packs are great assets to have.

The most popular step taken to improve staff retention is through increasing learning and development opportunities (57%). This is followed by an improved induction process (56%) and improved benefits (50%).

(Source: CIPD Resourcing and Talent Planning Survey)



Future-Proof Your Talent Pool

With the priority always on attraction and retention strategies to deal with the 'now', it can be difficult to invest and give time to your strategy for future recruitment. How can you tap into that future talent sitting in schools and in Further and Higher Education, putting your employer brand front of mind?

Our Top Tips

- **Careers Calendar**

Develop a list of all potential and appropriate careers event opportunities for the year ahead. A list can be found online at nidirect.gov.uk, but that's not the only source. Depending on your sector, other event opportunities will be out there – Schools,

Colleges, Universities, media-led and sector-led events will provide more opportunities.

- **Networking**

Target and establish relationships with Careers and Employability Advisors. Provide them with information on the careers opportunities your company has that is easy and accessible, which they can pass onto your target audience(s) and their influencers. For example, a link to your careers video on YouTube, a flyer that can be sent home etc.

- **Make it easy**

As your website is often used in early stages of job search or research, make it really easy for potential candidates to sign up and



register for upcoming opportunities and have a bespoke landing page for the student market, clearly showcasing what you have to offer.

- **Employee Value Proposition (EVP)**

Your EVP to a school leaver and undergraduate student will naturally be very different to that of an experienced hire. It's ok to have varying EVPs for varying career stages. What's important that your messages are authentic and personalised for each audience.

- **Careers Fair Toolkit**

Investing in a Careers Fair Toolkit will allow you to attend any event on brand and with confidence, help you stand out from the crowd and provide your

events team with a thought-out narrative. A Toolkit can be as simple as a set of well-designed banners and flyers, to a full event 'big bang' with AV, giveaways and communications strategy.

When it's time to recruit, let ASG & Partners help you do great things.

As the leading recruitment marketing agency in NI, we offer a range of innovative recruitment marketing strategies and solutions, including:

Employer Branding
Design & Advertising
Media Buying & Digital Strategies
Video & Content
Website Design
PR & Social Media
Career Event Communications

Give us a call,
drop us a line,
or just pop in!
The kettle's
always on.

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Read how our work gets great results
for our clients at asgandpartners.com

