

GET SET

FOR GROWTH

ACCESSING MONEY AND MARKETS



EMPLOYER BRANDING Toolkit

getsetforgrowth.com

Funded by

J.P.Morgan

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KNOW YOUR STRENGTHS

Brands are the strongest when they are known for something. You don't have to, in fact you can't please everyone. And why should you? Ideally you will attract people who believe in your company values and fit into your team really well.

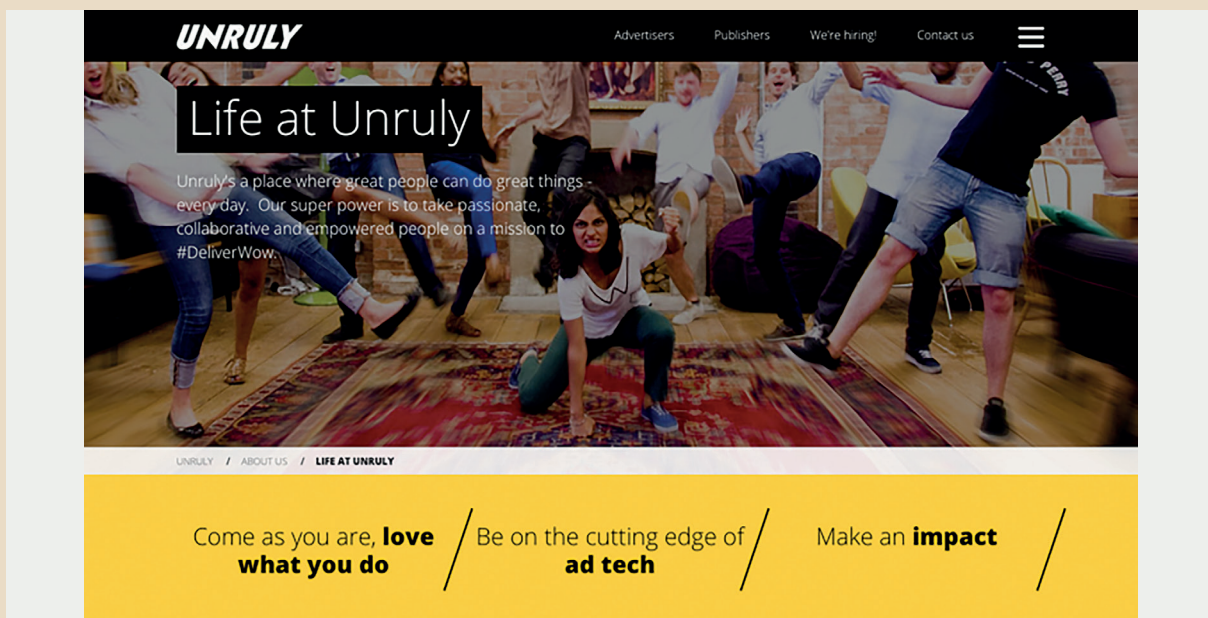
Your Employee Value Proposition doesn't have to tick all the boxes either: you can have a very strong offer if you highlight your strengths and the benefits your best fit finds attractive.

You might have amazing offices, very flexible working hours, great mentoring schemes or a fabulous mission. Any of these can be appealing to the right candidate.

Unruly's Employee Value Proposition is as follows:

“Unruly is a place where great people can do great things - every day. Our superpower is to take passionate, collaborative and empowered people on a mission to #DeliverWow.”

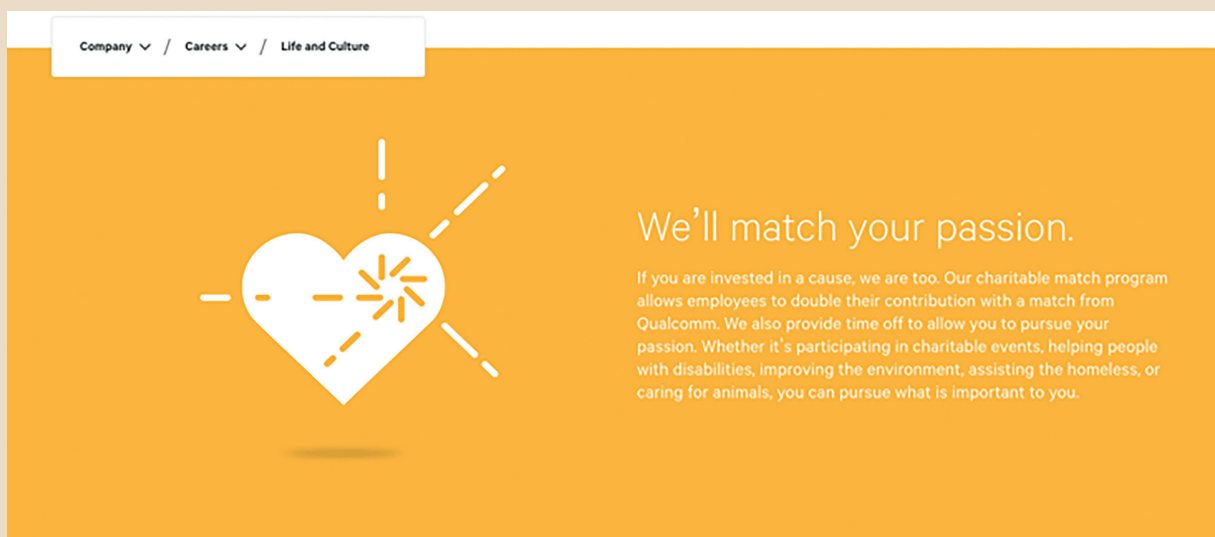
On their Life at Unruly page they further highlight their high-tech profile, remote work options and how they are an AdAge Best Place to Work. All coming together to paint the company as a great place to belong to.



Sometimes, of course, the product you create or the environment you work in is not all rainbows and unicorns. There is always a way to unearth attractive traits and offer value to your people.

Qualcomm's telco industry is not immediately exciting. Instead of the end service, they focus on the well-being, work-life balance and needs of employees, putting the candidates' goals and passions into the centre of their communication.

This is an especially smart move if you are looking to hire from younger generations. Millennials (roughly between the ages 20 to 35) **look at work as a large and significant part of life**, a way to express their passions and find meaning.



KNOW YOUR TARGET AUDIENCE

Knowing your target audience is key in any branding and communication project. You need to understand the motivations, language and goals of the people you are trying to convince to apply but also be aware of the best channels to reach out to them.

According to **LinkedIn's 2015 survey**, challenging work, better culture fit and especially more flexibility with work arrangements had been top reason for people to move into tech & software.

The same survey has also highlighted that you don't necessarily need to worry if your organisation is small and the benefits might not be on par with the big guys in tech. People who prefer to work for smaller companies listed more challenging work, having meaningful impact and better culture fit as reasons to not prioritise money.

Bottom line is, according to large surveys, you can only win by focusing on the opportunities to grow, new technologies to use and learn from or the impact your company has on the bigger picture.

However, knowing who your ideal candidate is beneficial to finetune your employer brand. Younger generations want advancement & challenge while older generations prefer the same industry and security in their employment. **Women are somewhat more driven by company culture and leadership** than men, men are more focused on benefits and work gadgets. Career changers will want to see that you value their transferable skills and offer training.

Of course, some insights won't speak about issues that surface branding can solve. Developer talent is most **frustrated by broken interview processes** and **non-technical managers**. Then again, branding is not only about the image you show, rather every single detail in your organisation's daily life and operations builds it.

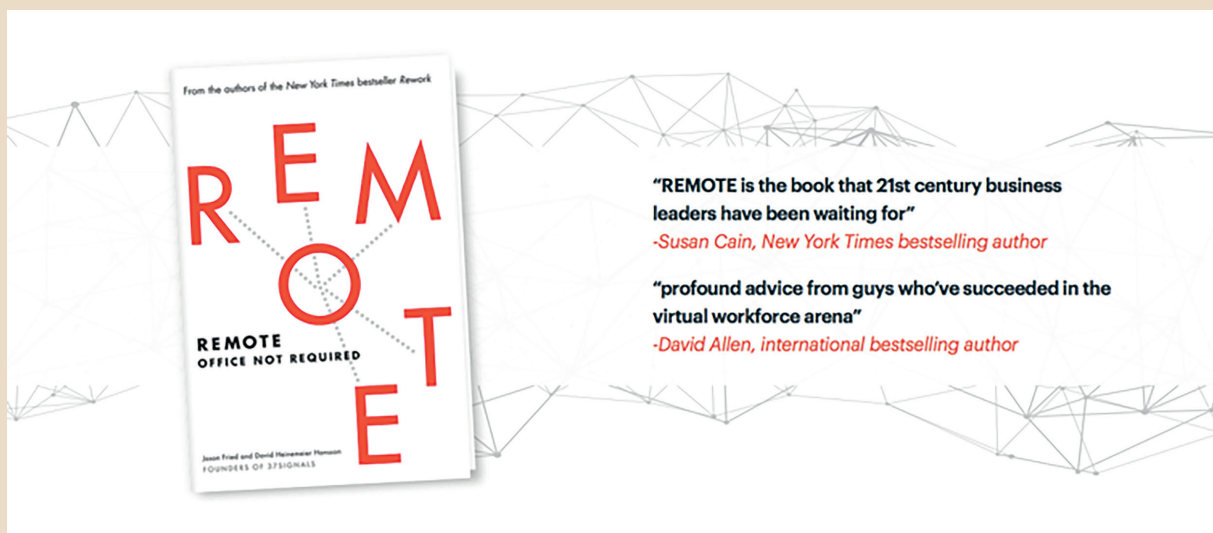
If you can, build teams with managers who understand the technology they have to work with. Create an interview process that is capable of assessing tech knowledge and skills, as opposed to measuring general traits. Work with recruiters who know the specific technological field you are hiring for and avoid annoying great candidates with head hunters who can't tell the difference between Java and Ruby on Rails if their life depended on it.


TOOLS & IDEAS

BUILD AUTHORITY

Building authority is a great way to stand out from the crowd and give people a reason to work for you. Books written by the management or employees on relevant topics are a "simple" way to show they are really experts on their fields and demonstrate passion.

Basecamp is known for their championing remote work and entrepreneurship, especially the bootstrapped variety: they have best-selling and widely read **books on both of these topics**.





Organising events is also a fabulous way to assert your authority and show that you really care. Not to mention building awareness of your company and widening your reach amongst potential future candidates.

Stack Overflow recognises this and go to great pains to be an **active orchestrator of events for developers and employers** in tech alike. They are known for fostering community and really understand developers, which makes them such an outstanding company, employer and tech recruitment tool.

CLARIFY YOUR MISSION STATEMENT

You could read earlier that people are often motivated by impact, challenge and growth in their careers. Your mission statement helps them understand how they can achieve these goals by working for your organisation.

You might think bit established global businesses have no problem recruiting, but in fact, there is lowering enthusiasm for being a tiny cog in a huge machine. To attract people, **Siemens** focuses on their mission to innovate and work for the future.

“ The world is constantly changing and we’re always thinking about what’s next. Can you help us build the technologies and innovations of tomorrow? ”

Facebook has suffered considerable blows to its reputation in recent years: their value proposition to their employees today is in line with their new focus on fostering meaningful connections on the site. They are offering people the opportunity to help others connect.

“ Do the Most Meaningful Work of Your Career People are at the heart of every connection we build. We design products and deliver services that bring the world closer together — one connection at a time. ”



UTILISE LINKEDIN

LinkedIn Career pages (<https://blog.linkedin.com/2017/november/15/introducing-linkedin-career-advice-a-new-way-to-help-you-find-and-connect>) are becoming better and better tools in showcasing job opportunities. Make sure that content from your website, blog and social media finds its way to here as well.

Of course company pages often lack follower numbers and **the network of an average employee is at least 10 times bigger** than the company follower base.

Encouraging your employees to follow LinkedIn best practices, maintain a friendly and inviting profile, describe what your company does and how it stands out in their work history section. Alternatively, you can ask them to take part in **LinkedIn Career Advice**, offering lightweight mentorship to people aspiring to get similar roles to theirs.

Of course, if the senior team members and management can take part, that is the most powerful way to show they care and introduce their approach and styles.

It can also be helpful to maintain a high profile in relevant LinkedIn groups. Simply by becoming familiar and acting helpful, you raise awareness for your company as a interesting place to work.

MOTIVATE YOUR PEOPLE TO BUILD THEIR NETWORK

Referrals is the top channel for people to find a new job - of course often up to 50% of jobs never get advertised, but even if they are, potential candidates trust testimonials and empirical evidence from current employees.

PROMOTE YOUR JOBS IN THE RIGHT PLACES

While LinkedIn is a go-to for many job hunters and potentially a good way to be in front of passive candidates, there are other locations to post your ads.

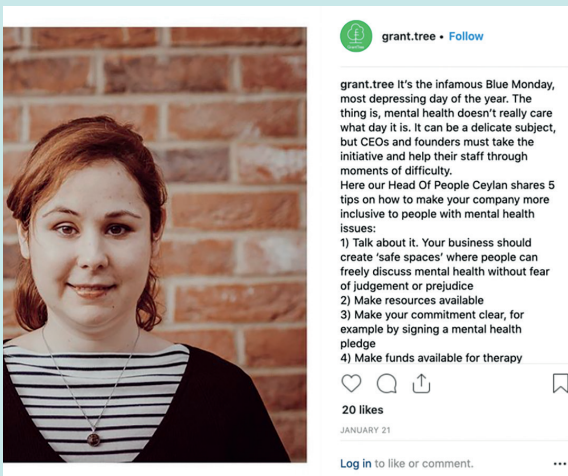
Places like **UnicornHunt** and **HackerNews** are focusing on startup jobs, so posting there signals a specific type of company, environment and challenges.

Escape the City is known for jobs with remote locations or high social impact, while **Silicon Milkroundabout's** job fair features more established, but still exciting companies.

DEDICATE A CHANNEL TO COMPANY VALUES AND CULTURE

Make sure that people know where to find information about life at your company. A dedicated social media channel can play this role beautifully and separate the company main offers from the insider view into the team's days.





GrantTree uses their Instagram channel to communicate their company values, open and caring environment.



Looking at Spotify's talent Twitter it is very clear that the company deeply cares about its employees and makes sure they feel respected and nurture, wherever in the world they might be.



Google dedicates @LifeatGoogle on Twitter to communicate about the experience of working for them.

GET IN TOUCH!

Get in touch today and work with us to:

- Understand the talent pool and how your best candidates choose their workplace,
- Identify your strengths and best assets making your company a fabulous place to work,
- Create a consistent communication plan to build your employer brand,
- Turn social media and content into your ally.

EXPLORE YOUR EMPLOYER BRAND

GetSet for Growth offers 12 hours of completely free support courtesy of funding from the J.P. Morgan & Chase Foundation.

Register to explore your employer brand, unique attractive attributes and how to target the right technical talent.

Don't forget, **half of candidates won't consider working for a company with a bad employer brand**, no matter how high the salary offer.

LET US HELP YOU SHINE THE BEST LIGHT ON YOUR ORGANISATION!



RESEARCH RESOURCES

Pages 3 & 5

LinkedIn Talent Solutions - Employer Brand Statistics.

Stack Overflow - 2018 Developer Survey.

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