

your agency
BRAND:
A Monster Guide



IN TODAY'S COMPETITIVE HIRING LANDSCAPE, AGENCIES MUST WORK HARD TO SOURCE, ATTRACT AND RETAIN TALENT.

Employer brand is a powerful tool that can help differentiate your agency and stand out to both passive and active candidates.

This guide will help you understand how to:

- Define what employer brand is
- Define what it means for your agency
- Assess your employer brand assets
- Manage and cultivate your employer brand

It's time for your agency to tap the power of employer branding.

Now let's get started.



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EMPLOYER **BRANDING:**

The Who, What and Why

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**“ IF A CANDIDATE
DOESN'T SEE
THEMSELVES IN YOUR
EMPLOYER BRAND
PICTURE, THEY'LL
QUICKLY MOVE ON. ”**

Author Roberta Matuson,
President of Matuson Consulting

WHAT'S IN IT FOR ME?

Candidates look for an agency that will support their career goals:

- Positive values
 - *Feeling valued*
 - *Meaningful work*
 - *Respect*
 - *Flexibility*
- *Equitable compensation for performance*
- *Opportunities to learn and grow*



01

What is the Purpose of your Employer Brand?

It demonstrates your agency's employment story to candidates, employees and the country

02

What are the Key Ingredients?

Your agency mission, vision, values, culture and more

03

What Should it Convey?

What it's like to work at your agency and why people would want to work there



WHY IS EMPLOYER BRAND SO IMPORTANT RIGHT NOW?

- Today's candidates are shoppers
 - They bring a **consumer mindset** to their job search
- Transparency is the norm in an age of shared information
 - Agency research and social sharing happen 24/7
- Online job targeting brings government jobs to everyone
 - Readers are curious to know what it will be like to work at your agency

EMPLOYER BRAND ADDS VALUE TO YOUR AGENCY'S OVERALL BRAND

- Enables you to define and manage perceptions about your agency
- Differentiates your agency within the market
- Humanizes your workplace by highlighting the people behind your brand





EMPLOYER BRAND SUPPORTS THE TOP THREE "Rs"

- **RECRUITING:** Helps candidates assess if they are a fit for your agency
 - *The result: more targeted job applies*
- **RETENTION:** Reminds current employees why they chose your agency
 - *The result: Helps to reduce employee turnover*
- **REFERRALS:** Enables employees to share their story of working at your agency
 - *The result: increased employee referrals*



EMPLOYER **BRANDING:**

The Building Blocks

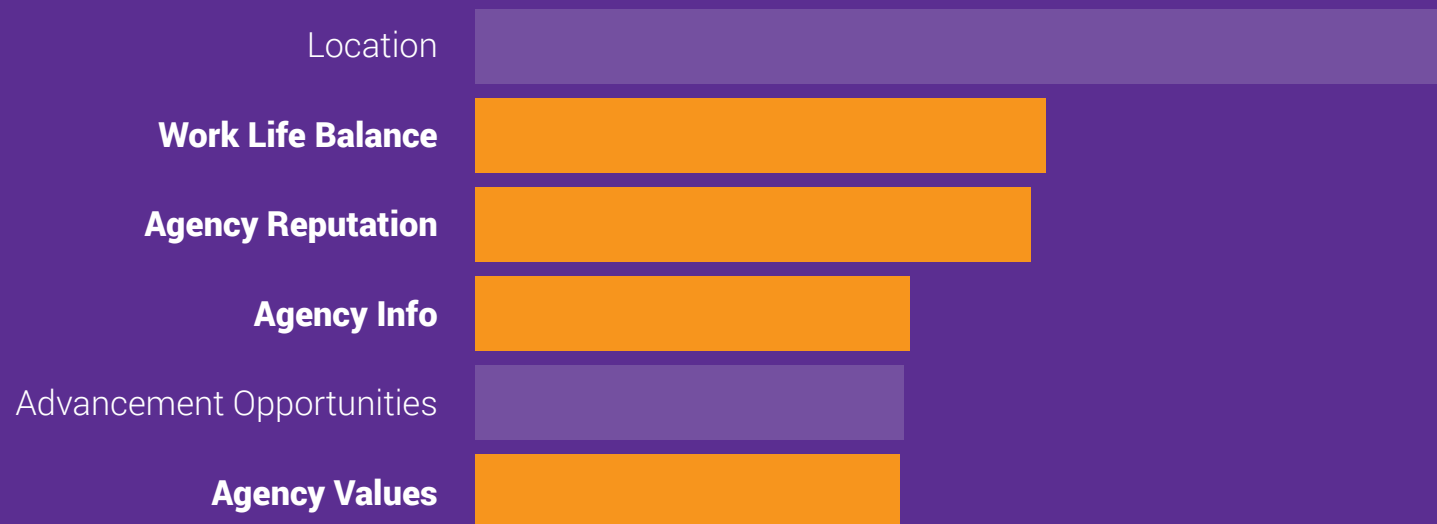
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WHAT SHAPES YOUR EMPLOYER BRAND?

- Agency culture
- Organization brand image
- Agency mission statement
- Employee value proposition
- Employee content
- Online reviews
- General perception of your agency, both internal and external, past and present

FOUR OF THE TOP SIX REASONS THAT CANDIDATES APPLY TO A JOB **ARE RELATED TO EMPLOYER BRAND:**



**Data from Monster post-apply survey of approximately 11,000 job seekers, April 2016*

A man in a white shirt and blue tie is looking out a window. The background is a city skyline with many skyscrapers. The image has a blue and white color scheme with a bright light source on the left.

SHARE YOUR EMPLOYER BRAND STORY

Include it in every touch of your recruiting and retention cycle:

- Agency website and profile page
- Job descriptions
- Online reviews
- Agency's social media profile
- Interview process, email follow up and offer letters
- Internal communications

**“ KNOW WHO YOU ARE, USE
YOUR [ORGANIZATION]
VISION AND MISSION
STATEMENT – PULL IT ALL
TOGETHER – AND MAKE
SURE IT GETS INTO YOUR
RECRUITING COLLATERAL.**

”

Seth Matheson,
Senior Delivery Manager for Talent Fusion by Monster

EMPLOYER BRAND AND YOUR AGENCY WEBSITE

Most candidates conduct research during the apply process*



reviewed the
agency website



read agency
reviews

*Data from Monster post-apply survey of approximately 11,000 job seekers, April 2016

HOW WELL DOES YOUR AGENCY WEBSITE TELL YOUR BRAND STORY?

- Look at your agency website and career page
 - *Ask yourself, "How are we doing?"*
- Who is it that you're trying to attract?
 - *Be as targeted and specific as possible*
- Does it reflect an average day at your agency?
 - *Are you using media to tell your agency's story?*
 - *Ask employees for permission to use their image*

EMPLOYER BRAND AND YOUR AGENCY PROFILE PAGE

- Allows you to share key information about your agency
- Creates transparency with candidates
- Serves as an easy-to-find destination when candidates are ready to apply

Provides research-driven candidates with a full picture of your agency

- Agency information
- Photos
- Social media updates
- Public Affairs Releases
- Video
- Reviews and ratings
- "Agency-Specific" Jobs
- Agency Benefits

The screenshot displays the Monster website's 'CAREERS AT MONSTER' section. At the top, the Monster logo is on the left, and navigation links (Home, About Us, Working Here, Career Areas, Job Search) are on the right. The main header features a purple background with the text 'CAREERS AT MONSTER' and a paragraph about the company's values. A 'JOIN OUR TEAM' button is prominently displayed. To the right, a 'Meet Sarah' profile is shown, featuring a photo of Sarah, an Associate Marketing Manager, and a speech bubble icon. Below the header, the 'ABOUT US' section describes Monster as an online employment solution. To the right of this is a 'Jobs near you' section listing three 'Senior Content Producer' roles in Weston, MA, with a 'SEE ALL OPEN JOBS' button. The 'CAREER AREAS' section follows, featuring a grid of six images representing different job categories: SALES, CUSTOMER SERVICE, FRAUD & PRIVACY, GENERAL & ADMINISTRATIVE, PRODUCT, MARKETING & TECHNOLOGY, and Military.com. The bottom of the page features a world map with the text 'SEARCH JOBS GLOBALLY' and a magnifying glass icon.

EMPLOYER BRAND AND YOUR JOB DESCRIPTIONS

Share a consistent agency brand story in all of your job ads

- Use a template that shares your agency brand story
- The job posting could be the candidate's first interaction with your agency brand
- Include rich media that illustrates your organization's environment
 - Images and videos
- Provides candidates with the information they seek
 - Agency information
 - Agency benefits
 - Social media links
 - Testimonials

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Search Again

Job Attributes

JOB ID

19213

CATEGORY

Education, Training, and Library

LOCATION

US - MA - WESTON

STREET ADDRESS

N/A

ZIP CODE

02493

APPLY NOW

SHARE THIS ON

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in

Home

About Monster

Working at Monster

Career Areas

Job Search

PREVIOUS SEARCH

NEW SEARCH

Senior Content Producer

US - MA - WESTON

Job Description

Content Developer

Your job will be to be the master of making the complex simple. Working alongside product and industry experts, you'll take what's in their brain, align it to company strategy and make things easy to understand for Sales so they can make things easy to understand and compelling to current and future clients. What are these 'things' you'll be working on...industry knowledge, product alignment, sales skills, and much more. It's not just about taking a product and making it make sense, it's about translating what Monster does and the value Monster drives to thousands of companies around the world.

As an integral part of Monster's Sales Enablement team, you'll be responsible for writing messaging documents, building buyer and company persona information, creating sales communications, developing sales collateral and partnering with an Instructional Designer to create compelling learning content. You'll be deciding the best training delivery mechanisms and helping implement new tools as needed. You'll work to develop and deploy and best-in-class sales content management strategy.

If you think in pictures and are drawn to a whiteboard, have killer writing skills and are great at identifying needs and developing strategy, then this role is right down your alley.

Here's the quick hit of the skills that are essential:

- Strong writing ability
- Great discovery and critical thinking
- Visual thinker
- Customer and Sales focused
- Can translate others thoughts into easy to consume information
- Can translate easy to consume information into others thoughts
- Partner with ID to build trainings
- Internal Influence
- Leadership and accountability
- Super organized
- Good at presenting
- Incredible business acumen and alignment with company goals

It would be really great to have experience within the HR/Recruiting/TA space and prior work on a Sales Enablement team would be cool too.

Sales Enablement at Monster aims to enable our sales leaders and salesforce to achieve the company's sales goals. This is accomplished through the creation, delivery and management of sales content, including both sales collateral and sales learning. The Content Developer will have moderate travel as needed throughout the year to attend events, sales calls and team meetings.

Candidates must meet the following criteria:

- Bachelor's degree or higher, MBA nice to have
- At least 5 years of experience developing sales collateral and learning content
- Ability to provide writing samples in the interview process
- 10+ years of business experience, HR/recruiting industry preferred



**51% OF CANDIDATES
USED REVIEWS TO
ASSESS A JOB.***

**Data from Monster post-apply survey of approximately 11,000 job seekers, April 2016*

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EMPLOYER BRAND AND ONLINE REVIEWS

- Online reviews provide a realistic view of your employer brand
 - *Reviews are often more negative than positive*
 - *Even negative reviews can be turned into positives*
- They're seen as a reflection of your agency's mission, vision and culture
- Online reviews cast a powerful influence on the candidate's perceptions
 - *They also speak to your current workforce*





MANAGING YOUR ONLINE REVIEWS

What is your response policy?

- Decide what level of control is appropriate
- At minimum, be aware of what people are saying

Define response triggers

- At minimum, correct false information

Decide who in the organization should respond

- HR, social media team, or management

Create a routine for responding to reviews

- Mondays are a good day to respond to reviews posted on the weekend

**“DON'T RESPOND TO
ONLY POSITIVE OR ONLY
NEGATIVE REVIEWS –
TRY TO RESPOND TO
ALL REVIEWS WITH A
PERSONAL TOUCH.”**

Patrick Gillooly
Director of Digital Communications and Social Media at Monster

EMPLOYER BRAND AND SOCIAL MEDIA

Regularly contribute to your agency's
Facebook page, Twitter feed,
blog and YouTube channel:

- Show people what it is like to work at your agency
- Share fun times as well as how serious work gets done
- Share how innovations are achieved
- Highlight employee volunteer efforts and community involvement
- Illustrate employee achievements and interests

CONDUCT BRAND-PROMOTING INTERVIEWS

- Ask candidates about their impressions of your agency
- Ask questions that invoke your employer brand and culture
- Discuss agency perks up front
- Highlight your workplace flexibility
- Train all interviewers about your employer brand



A woman with long brown hair, wearing a dark blue top and a pink beaded necklace, is smiling and raising both arms in a celebratory gesture. She is in an office setting with large windows in the background, through which bright sunlight is streaming. The image has a purple overlay at the bottom where the text is located.

EMPLOYER **BRANDING:**

Tell Your Agency's Story

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WHAT MAKES AN EMPLOYER BRAND SUCCESSFUL?

It shows—rather than tells—what makes your agency a great place to work...

- Resonates with people who you want on your team
- Clearly communicates your agency values and how your agency values its workers
- Illustrates your culture through stories, images and videos
- Provides an authentic, real and honest view of your work environment





QUESTIONS TO HELP CLARIFY YOUR EMPLOYER BRAND

- Why do people choose to work at our agency?
 - Ask your workers for their honest view
- What makes our agency culture truly unique?
 - It's about more than benefits or perks
- What do people most value about their employment experience?
 - How are these values demonstrated every day?
- How would people outside our business describe our employees?
- What benefits do we offer our employees that are somewhat unique?

A woman with blonde hair, wearing a blue business suit, is shown from the side, holding a yellow tape measure against a large, dark grey arrow painted on a blue-tiled wall. The arrow points upwards and to the right, with a small downward tick at its base. The woman is looking at the tape measure, which is extended vertically. The background is a wall of square blue tiles.

HOW CAN YOU MEASURE THE SUCCESS OF YOUR EMPLOYER BRAND?

On the Hiring Side:

- Is it supporting your talent acquisition?
- Has it increased qualified hires?

On the Retention Side:

- Has it helped to reduce employee turnover?
- Has it increased employee referrals?



YOUR EMPLOYER BRAND CHECKLIST

Start by assessing your brand

- Survey current employees to identify their likes and dislikes about working at your agency
- Create a mission statement that clearly summarizes your brand
- Does your current recruitment collateral capture your employer brand?

Create a mission statement that summarizes your brand

- Gather input from current employees

Identify the values that define your employer brand

- Focus on human interactions rather than products

Review your recruitment collateral

- What picture does it give candidates?
- Ask third-party sources for their impressions
- Incorporate your agency mission statement and values

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WWW.MONSTERGOVERNMENTSOLUTIONS.COM/RECRUITING