

**MONSTER**

your higher education institution

**BRAND:**

**A Monster Guide**



# IN TODAY'S COMPETITIVE HIRING LANDSCAPE, HIGHER EDUCATION INSTITUTIONS MUST WORK HARD TO SOURCE, ATTRACT AND RETAIN TALENT.

Employer brand is a powerful tool that can help differentiate your higher education institution 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 higher education institution
- Assess your employer brand assets
- Manage and cultivate your employer brand

It's time for your higher education institution to tap the power of employer branding.

***Now let's get started.***



**MONSTER**



# EMPLOYER **BRANDING:**

The Who, What, and Why

**MONSTER**

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

Author Roberta Matuson,  
President of Matuson Consulting

MONSTER

# WHAT'S IN IT FOR ME?

Candidates look for an higher education institution that will support their career goals:

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



**MONSTER**

01

## What is the Purpose of your Employer Brand?

It demonstrates your higher education institution's employment story to candidates, employees and the country

02

## What are the Key Ingredients?

Your higher education institution mission, vision, values, culture and more

03

## What Should it Convey?

What it's like to work at your higher education institution and why people would want to work there



MONSTER

# 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
  - Higher education institution research and social sharing happen 24/7
- Online job targeting brings college and university jobs to everyone
  - Readers are curious to know what it will be like to work at your higher education institution

# EMPLOYER BRAND ADDS VALUE TO YOUR HIGHER EDUCATION INSTITUTION'S OVERALL BRAND

- Enables you to define and manage perceptions about your higher education institution
- Differentiates your higher education institution 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 higher education institution
  - The result: more targeted job applies
- **RETENTION:** Reminds current employees why they chose your higher education institution
  - The result: Helps to reduce employee turnover
- **REFERRALS:** Enables employees to share their story of working at your higher education institution
  - The result: increased employee referrals



# EMPLOYER **BRANDING:**

The Building Blocks

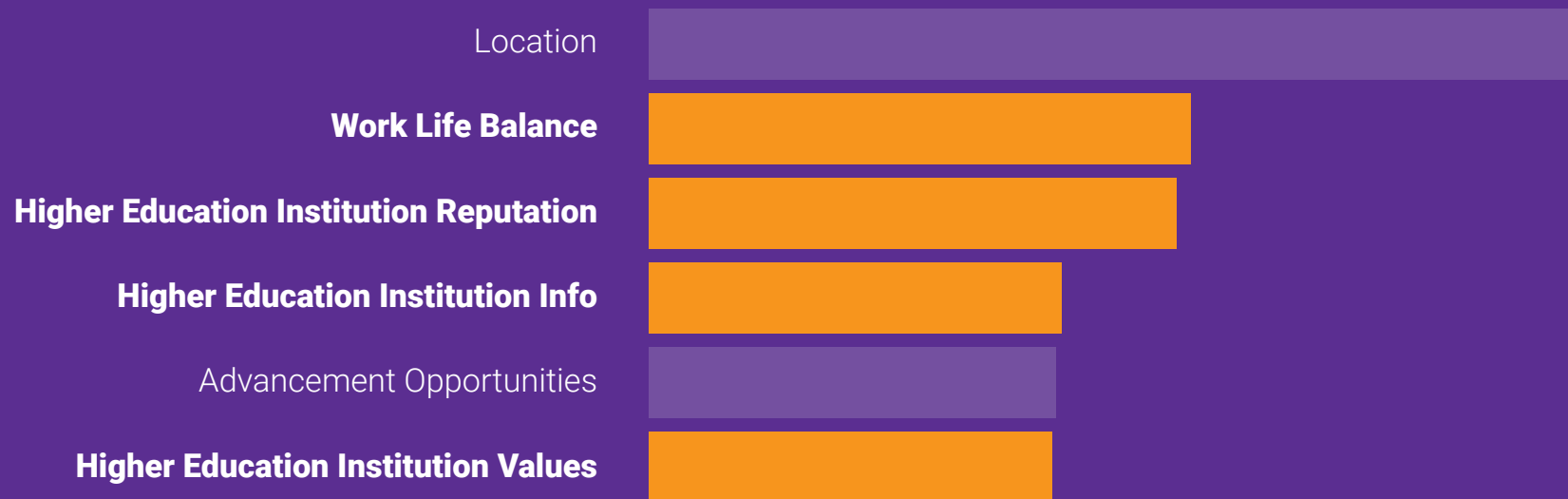
**MONSTER**



# WHAT SHAPES YOUR EMPLOYER BRAND?

- Higher education institution culture
- Organization brand image
- Higher education institution mission statement
- Employee value proposition
- Employee content
- Online reviews
- General perception of your higher education institution, 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*

**MONSTER**

A man and a woman in business attire are seated at a conference table, reviewing documents. The man is on the left, wearing a white shirt and a red striped tie, looking down at the papers. The woman is on the right, wearing a white shirt and glasses, looking towards the man. The background is a blurred office setting with large windows.

# SHARE YOUR EMPLOYER BRAND STORY

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

- Higher education institution Career Site
- Job descriptions
- Online reviews
- Higher education institution'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

**MONSTER**

# EMPLOYER BRAND AND YOUR HIGHER EDUCATION INSTITUTION WEBSITE

Most candidates conduct research during the apply process\*



reviewed the higher education institution website



read higher education institution reviews

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

**MONSTER**

# HOW WELL DOES YOUR HIGHER EDUCATION INSTITUTION WEBSITE TELL YOUR BRAND STORY?

- Look at your higher education institution 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 higher education institution?
  - *Are you using media to tell your higher education institution's story?*
  - *Ask employees for permission to use their images*



# EMPLOYER BRAND AND YOUR HIGHER EDUCATION INSTITUTION PROFILE PAGE

- Allows you to share key information about your higher education institution
- 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 higher education institution

- Higher education institution information
- Photos
- Social media updates
- Public Affairs releases
- Video
- Reviews and ratings
- "Higher Education Institution-Specific" jobs
- Higher education institution benefits

The screenshot shows the top of the Monster website. At the top is the 'MONSTER' logo in purple. To its right are navigation links: 'Home', 'About Us', 'Working Here', 'Career Areas', and 'Job Search', each with a small downward arrow. Below the navigation is a purple hero banner. On the left side of the banner, the text reads 'CAREERS AT MONSTER' in white, followed by a paragraph: 'At Monster, we look for people who want to be the best at what they do - people who aren't afraid to meet a challenge head on, and turn it inside out, upside down or even a little sideways to get the best possible results. We encourage collaboration, embrace innovation, and believe in the importance of work-life balance. We're seeking talented candidates for a wide range of rewarding career opportunities.' Below this text is a white button with the text 'JOIN OUR TEAM'. On the right side of the banner is a portrait of a smiling woman with long blonde hair, wearing a white top with red polka dots. To her left is a white speech bubble icon. To her right is a dark grey box with the text 'Meet Sarah' in white, followed by 'Associate Marketing Manager' in a smaller font. A white right-pointing arrow is to the right of this box.

## ABOUT US

Monster is an online employment solution for people seeking great jobs, and employers who need great people. Our roots are as a "job board", but we've grown into so much more. Today, Monster is a recognized global provider of a broad range of job search, career management, recruitment and talent management products and services.

Innovation is the heart of our success...and our future. We're changing the way people think about work, and we're helping them improve their lives and their work performance with new technology, tools and training.

The screenshot shows a white box titled 'Jobs near you' with a speech bubble icon. It contains three job listings, each with a location pin icon, the job title 'Senior Content Producer', and the location 'WESTON, MA'. At the bottom of the box is a purple button with the text 'SEE ALL OPEN JOBS' in white.

## CAREER AREAS

The screenshot shows a grid of six images representing different career areas. The first row contains three images: 'SALES' (people looking at a document), 'CUSTOMER SERVICE, FRAUD & PRIVACY' (a woman at a computer), and 'GENERAL & ADMINISTRATIVE' (two men talking). The second row contains three images: 'PRODUCT, MARKETING & TECHNOLOGY' (a group of people), 'Military.com' (silhouettes of soldiers), and 'TalentBin BY MONSTER' (a man at a computer).

The screenshot shows a world map with a purple location pin over Europe. The text 'SEARCH JOBS GLOBALLY' is written in purple above the map.

# EMPLOYER BRAND AND YOUR JOB DESCRIPTIONS

## Share a consistent higher education institution brand story in all of your job ads

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

The screenshot shows a job posting on the Monster website. The job title is "Senior Content Producer" located in "US - MA - WESTON". The job description includes a "Content Developer" role, detailing responsibilities like writing messaging documents, building buyer personas, and developing sales collateral. It also lists essential skills such as strong writing ability, critical thinking, and customer focus. The posting includes an "APPLY NOW" button and social media sharing options.

Home About Monster Working at Monster Career Areas Job Search

PREVIOUS SEARCH NEW SEARCH

MONSTER

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

f t g+ in

**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*

**MONSTER**

# 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 higher education institution's mission, vision and culture
- Online reviews cast a powerful influence on the candidate's perceptions





# 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

**MONSTER**

# EMPLOYER BRAND AND SOCIAL MEDIA

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

- Show people what it is like to work at your higher education institution
- 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

**MONSTER**

# CONDUCT BRAND-PROMOTING INTERVIEWS

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





# EMPLOYER **BRANDING:**

Tell Your Higher Education Institution's Story **MONSTER**

# WHAT MAKES AN EMPLOYER BRAND SUCCESSFUL?

It shows—rather than tells—what makes your higher education institution a great place to work...

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



MONSTER



# QUESTIONS TO HELP CLARIFY YOUR EMPLOYER BRAND

- Why do people choose to work at our higher education institution?
- Ask your workers for their honest views
- What makes our higher education institution 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 organization 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 standing in profile on the left side of the frame. She is holding a yellow tape measure vertically against a large black arrow that points upwards and to the right. The arrow is drawn on a wall with a grid pattern. The woman's hands are positioned at the top and bottom of the tape measure, which is extended to the tip of the arrow. The background is a dark blue wall with a white grid pattern.

# 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?

**MONSTER**



# YOUR EMPLOYER BRAND CHECKLIST

## **Start by assessing your brand**

- Survey current employees to identify their likes and dislikes about working at your higher education institution
- 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 higher education institution mission statement and values

# MONSTER

[WWW.MONSTERGOVERNMENTSOLUTIONS.COM/EDUCATION](http://WWW.MONSTERGOVERNMENTSOLUTIONS.COM/EDUCATION)