Make the Most of Your Agency Brand

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What is Your Agency Brand?





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Values, Culture & Experiences

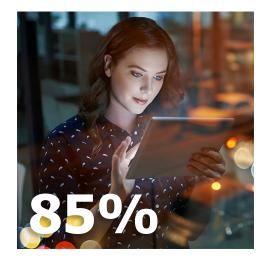
- Personal Work Experiences
- Work Unit
- Agency
- Supervisor
- Leadership
- Mission & Purpose
- Satisfaction
- Work/Life Programs
- Demographics



Why is Branding Important?



of applicants believe brand is the most important consideration when evaluating potential employers



of job searches start with a search engine



of applicants land on your career site and leave without engaging with you on any level



Why is Branding Important?



of job seekers would not take a job with an organization that has a bad reputation, even if unemployed



of federal workers were eligible to retire in 2017



BLS research shows that more jobs are becoming available at the same time fewer applicants are entering the job market



Test Your Agency Brand

• How do you know if you have a strong and clear agency brand? Give yourself the agency brand 4-step assessment:





Outcome of a Strong Agency Brand

- Creates a sense of urgency and excitement.
- Engages the mind, heart, and dreams of applicants.
- Complements your agency's products and services.
- Provides clear and compelling reasons to work for your agency.
- Aligns with your current employees' view of what it is like to work for your agency.





Reinforce Your Brand in the Applicant Journey

Career Site

Job Descriptions

Application Experience

Online Presence





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Make the Move to Improve

- Your agency's brand is its identity
 - It's made up of your culture, values, and experiences
- Be authentic, be transparent.
- Share your mission & purpose.
- Protect your brand.
- It starts with each of you.
- Monster is here to help!

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Thank you. Questions?

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