



Make the Most of Your Agency Brand

Crystal Damico
Product Manager

@monstergov | #MonsterGovForum17

MONSTER
GOVERNMENT SOLUTIONS

What is Your Agency Brand?



Values, Culture & Experiences

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



Why is Branding Important?



58%

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



85%

of job searches start with a search engine



70-95%

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:



**Self
Assessment**



**Logo
Test**



**Employee
Check**



**Applicant
Survey**

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



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!





**Thank you.
Questions?**

@monstergov | #MonsterGovForum17
Susan.Fallon@monster.com

MONSTER
GOVERNMENT SOLUTIONS