

ای نسخه نامه الهی، که تویی
وی آینه جمال شاهی، که تویی

بیرون ز تو نیست آن چه در عالم هست
در خود بطلب هر آن چه خواهی، که تویی

Recruitment Marketing & Employer Branding

Since 2010



Learn DIFFERENT Lead DIFFERENT Live DIFFERENT

Since 2010

Learn DIFFERENT Lead DIFFERENT Live DIFFERENT



عضو انجمن مدیریت منابع انسانی آمریکا SHRM

عضو هیئت مدیره
انجمن مدیریت منابع انسانی ایران



عضو مرکز بهره‌وری و کیفیت آمریکا APQC



عضو کمیته علمی و داوری جایزه تعالی منابع انسانی ایران



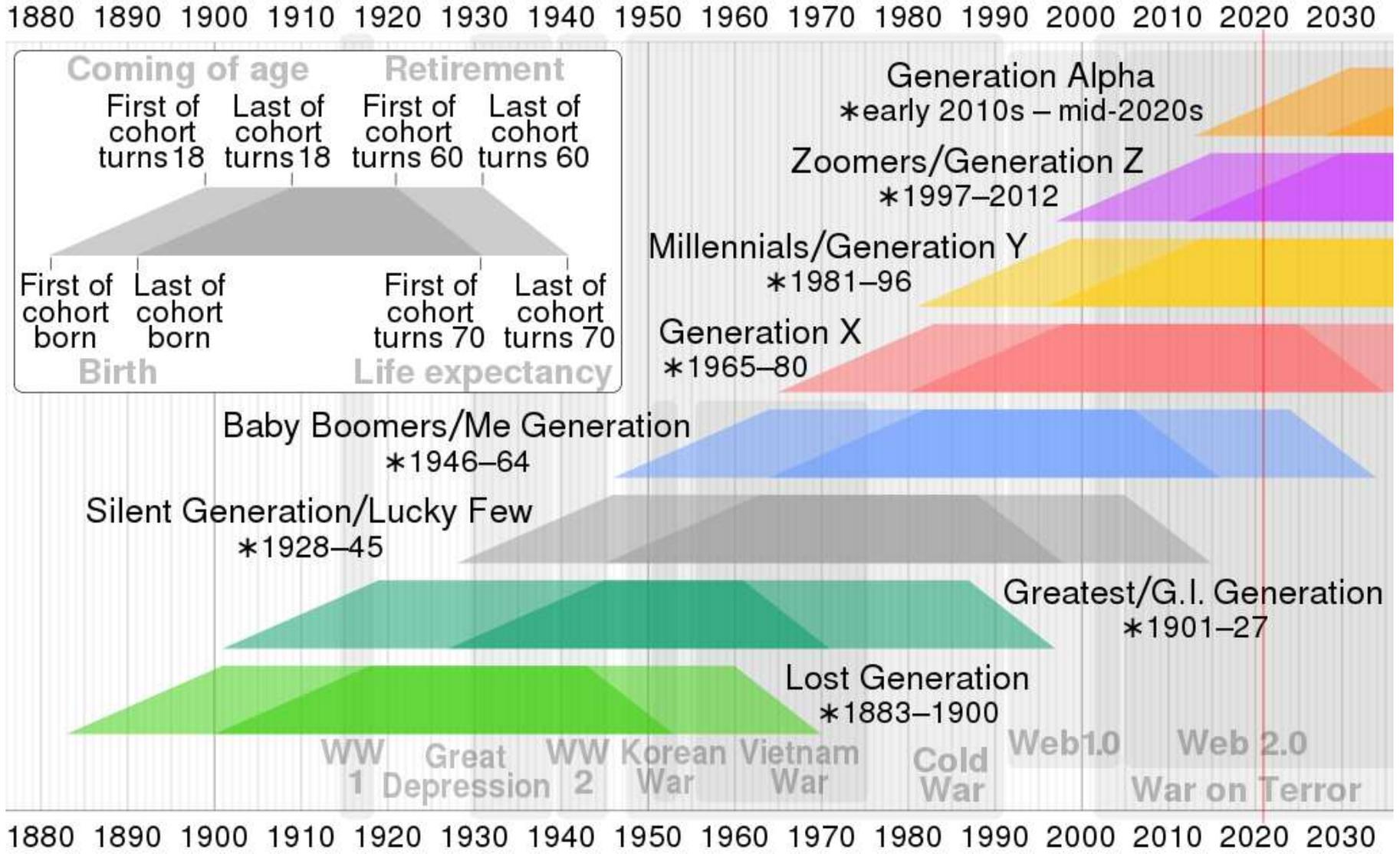
مدرس MBA Program و DBA Program دانشکده کارافرنیسی دانشگاه تهران



عضو کمیته علمی جایزه ملی تعالی سازمانی EFQM



ویژگی های نسل امروز بازار کار



**Candidate Driven
Job Market**

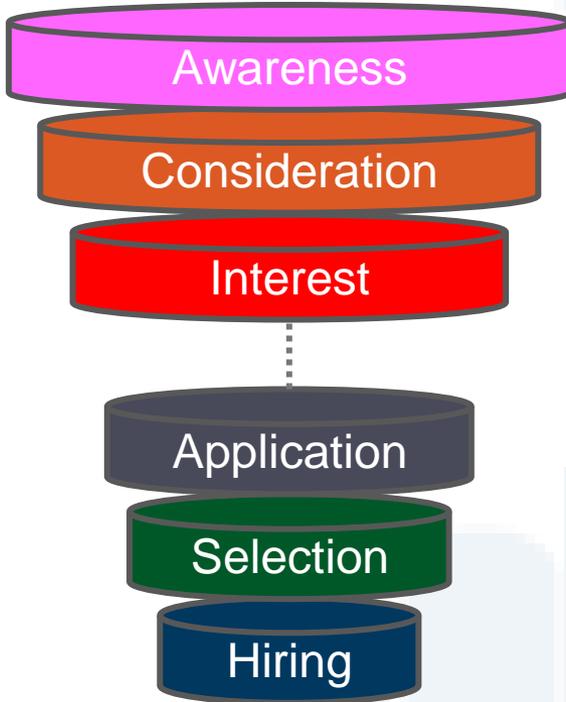
Digital Paradigm

Free Lancers

Autonomy

Teleworking





Recruitment marketing refers to the inbound strategies and tactics an organization uses to find, attract, engage and nurture talent before they apply for a job, also called the pre-applicant phase of talent acquisition

1. Awareness

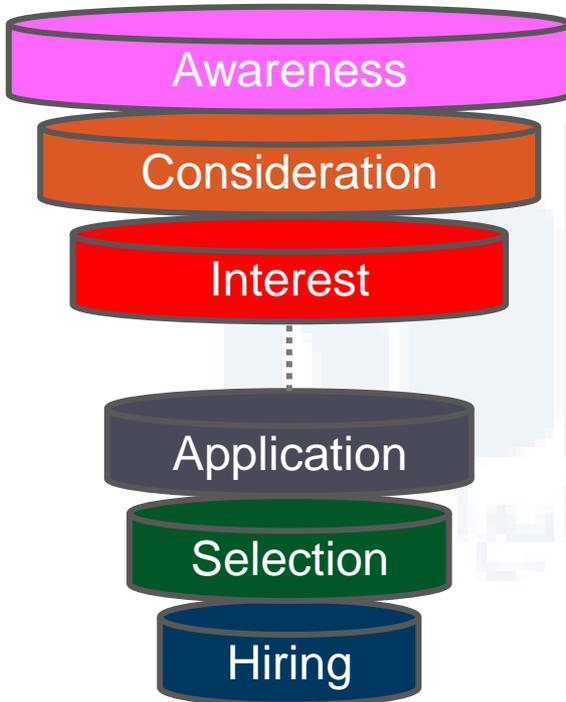
In this first stage, your aim is to build awareness of your company and your employer brand.

2. Consideration

In this stage, your goal is to get potential candidates to start considering you as their next employer.

3. Interest

In this stage, your goal is to convince candidates to take action and apply for your open job positions.





Inbound recruiting has several stages, including:

- **Attracting strangers** and turning them into website visitors through high-quality content, social networks, targeting relevant keywords, and registering on all relevant business directories.
- **Turning visitors into leads** by creating user-friendly forms and powerful lead magnets.
- **Converting leads into candidates** by sending them regular email newsletters and content about your company's new achievements, application processes, vibrant culture. Give them the opportunity to connect with your employees via email, social, or live chat.
- Finally, inbound marketing focuses on **turning your job candidates into brand promoters**. Provide them with exceptional experience during the process of application and interviewing and seek their feedback

استراتژی های بازاریابی جذب

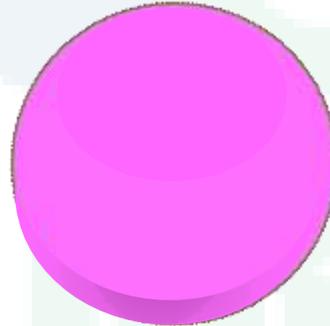


**Improve candidate
experience right from the
start**

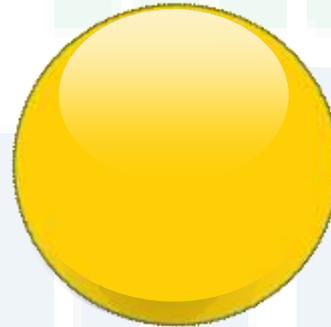
Increase Your visibility



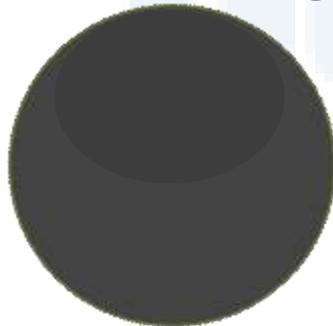
**Build a solid brand that
attracts top talent**



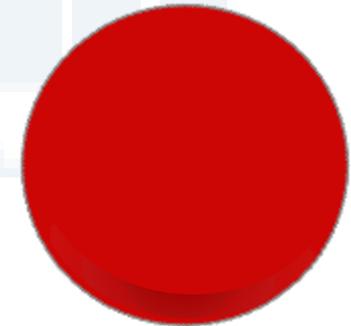
**Establish stronger
relationships with
candidates through social
recruiting**



**Have an employee referral
program**



**Host killer recruitment
events**





**Build a solid brand that
attracts top talent**

%75

**of job seekers research an
organization's reputation before
applying for a job. That's why it is
crucial to be consistent in your
employer brand messaging**



**Improve candidate
experience right from the
start**

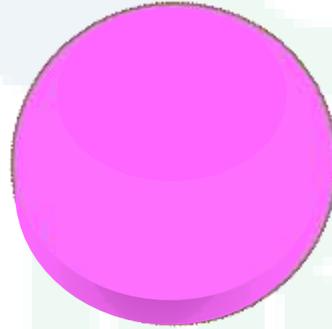
%60

**of job seekers have
had a negative
candidate experience**

%83

**of candidates emphasize that
negative experiences can
hurt their perceptions of an
employer**

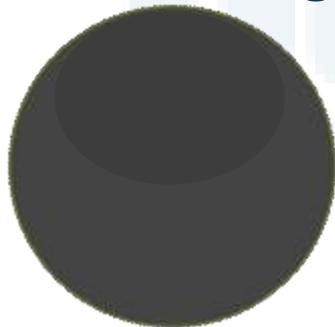
Increase Your visibility



Most job seekers rely on popular global or region-specific jobs search sites and on sector-specific job boards when finding potential career opportunities

there are almost 3.5 billion active social media users worldwide. Moreover, an average internet user has about 7.6 social media accounts

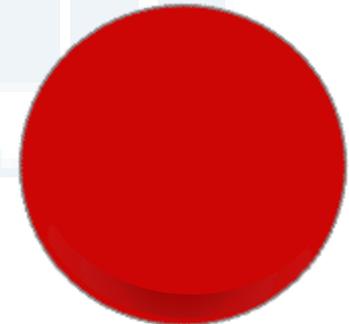
Establish stronger relationships with candidates through social recruiting



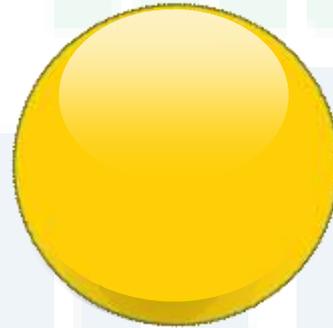
%88

of employers rated employee referrals above all other sources for generated quality of new hires

Have an employee referral program



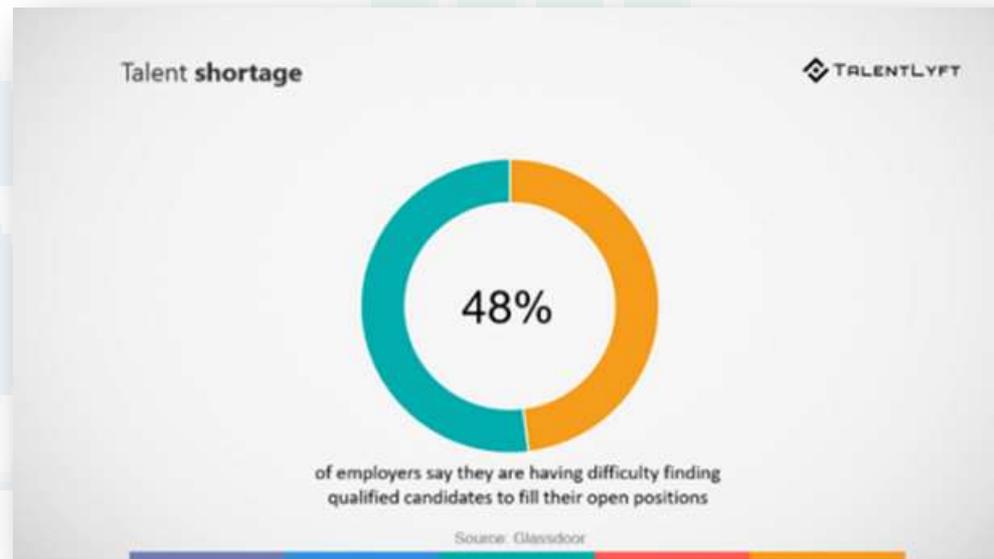
Most importantly, it lets you build stronger relationships with potential candidates and see things that cannot be found on their CV



Host killer recruitment events

فروشگاه تخصصی توسعه راهکارهای منابع انسانی

Employment branding is “internally and externally promoting a clear view of what makes a firm different and desirable as an employer.”



Define your recruitment marketing goals

Identify your candidate persona

Define your employee value proposition

Create recruitment content

Optimize your career site

Use social media

Develop employer brand ambassadors

Build your Candidates pool

Manage your Candidates pool

Use paid advertising

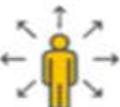
Measure recruitment marketing results

Define your recruitment marketing goals

Some of the common recruitment marketing goals include:

- 1. Get more job applicants**
- 2. Get more high-quality candidates**
- 3. Increase candidate engagement**
- 4. Increase employer brand awareness**
- 5. Get more career site visitors**
- 6. Get more applicants from social media**
- 7. Increase employee referral rates**
- 8. Increase offer-acceptance rate**
- 9. Increase the number of diversity applicants**
- 10. Increase the number of recruitment events attendees.**

Identify your candidate persona

<p>BIO</p>  <p>Who is your candidate persona?</p> <ul style="list-style-type: none"> • Age • Position • Title • Salary • Location • Education • Experience • Social background 	<p>GOALS</p>  <p>Reasons to change jobs?</p> <ul style="list-style-type: none"> • Life goals • Career inspirations 	<p>JOB SEARCH BEHAVIOR</p>  <p>How do they look for jobs?</p> <ul style="list-style-type: none"> • Active or passive • Mobile, desktop, friends and family... 	<p>PERSONALITY</p>  <p>What are their main personality traits?</p> <ul style="list-style-type: none"> • What would their psychometric analysis show? 	<p>MOTIVATION</p>  <p>What motivates them?</p> <ul style="list-style-type: none"> • Firm's reputation • Mission & vision • Values and norms • Organizational culture • Pay & benefits • Projects & innovations • Work environment • Learning & education • Colleagues and managers
<p>FRUSTRATIONS</p>  <p>What frustrates them?</p> <ul style="list-style-type: none"> • Why do they want to change jobs? • Barriers to change current jobs 	<p>CHANNELS</p>  <p>Where do they look for jobs?</p> <ul style="list-style-type: none"> • Social Media, referrals, job boards, career sites... 	<p>SKILLS</p>  <p>Their primary skills & attributes?</p> <ul style="list-style-type: none"> • Area in which they have most knowledge and experience 		
<p>INFLUENCERS</p>  <p>Who influences their decision?</p> <ul style="list-style-type: none"> • Family & friends • Partners • Current employer and colleagues • HR managers, recruiters, CEOs • Future employee and future colleagues 		<p>CONTENT & RESOURCES</p>  <p>Which and who's information will they trust?</p> <ul style="list-style-type: none"> • Job ads on job boards • Social Media jobs and posts • Corporate sites and career sites • Current employees and leaders • Talent networking events 		

Define your employee value proposition

Employee Value Proposition (EVP) – WIIFM (What’s in it for me)?



Compensation

- Salary satisfaction
- Compensation system satisfaction
- Raises and promotions
- Timeliness
- Fairness
- Evaluation system



Benefits

- Time off
- Holidays
- Insurance
- Satisfaction with the system
- Retirement
- Education
- Flexibility
- Family



Career

- Ability and chance to progress and develop
- Stability
- Training and education at work
- Career development
- Collage education
- Consultation
- Evaluation and feedback



Work Environment

- Recognition
- Autonomy
- Personal achievements
- Work- life balance
- Challenges
- Understanding of one's role and responsibility



Culture

- Understanding of firm's goals and plans
- Colleagues
- Leaders and managers
- Support
- Collaboration and team spirit
- Social responsibility
- Trust

Create recruitment content

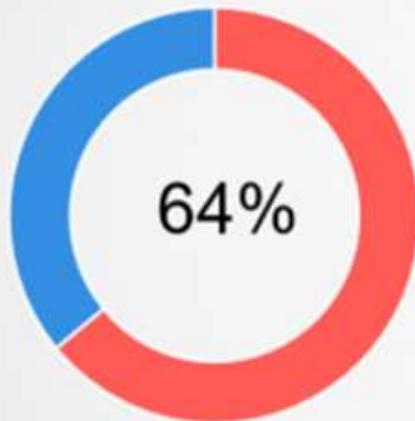
Here are a few examples of different types of recruitment content you can create:

- 1.Blogs**
- 2.Emails**
- 3.Newsletter**
- 4.Videos**
- 5.Webinars**
- 6.White papers, case studies and eBooks**
- 7.Infographics, diagrams, flowcharts & graphs**
- 8.Checklists**
- 9.Mini games and competitions.**

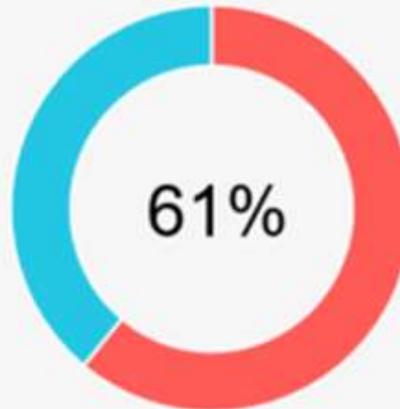
Optimize your career site

Importance of having an optimized **Career Site**

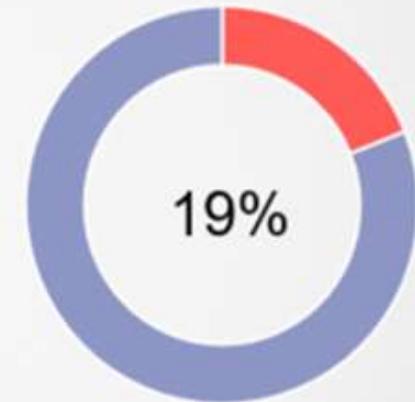
TALENTLYFT



of candidates listed career sites as top channel for researching new opportunities



of TA leaders think career sites are the best channel for Employer Branding

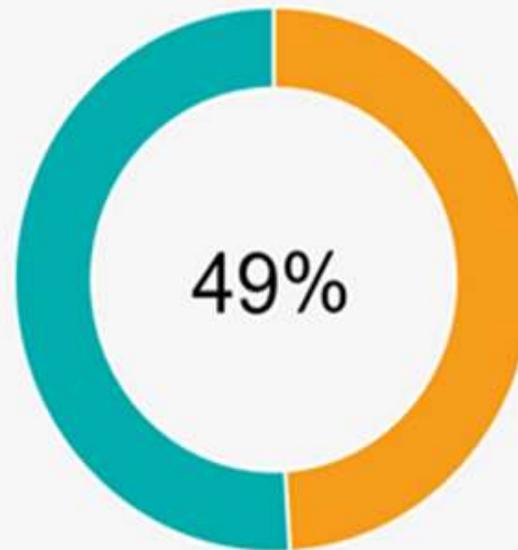


Of all hires come from career site

Source: Jibe

Use social media

Importance of Social Media Recruiting



...of all professionals are following companies on social media with the intent to stay aware of their jobs

Source: LinkedIn

Develop employer brand ambassadors

You should enlist them to help you create authentic recruitment content. Encourage them to:

- 1. Write an article for your career blog**
- 2. Take photos of everyday life at your office and share it on social media**
- 3. Share an inside perspective of working at your company in a video**
- 4. Write a review of your company on Glassdoor.**

Build your Candidates pool

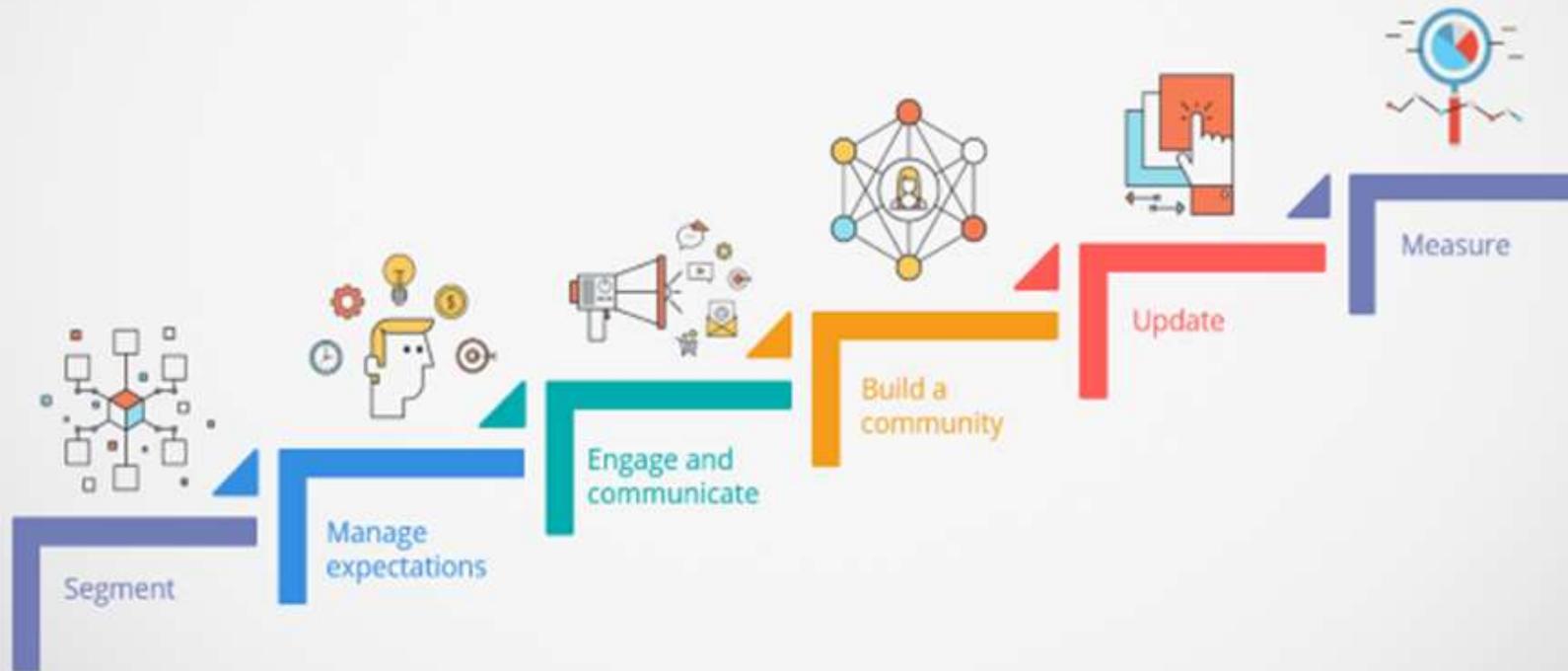
You can do that in many different ways using lead generation method. Here are some great ways to build your talent pool:

- 1.Include a call to action at the end of every article published on your career blog and invite potential candidates to join your talent network.**
- 2.Create a social media post that includes a link to an application form for your talent network.**
- 3.Invite candidates to attend your recruitment event and collect their contact information via the application form on a specialized landing page.**
- 4.Organize an online webinar that would be of interest for your candidate persona and collect their contact information via the application form on a specialized landing page.**
- 5.Create an interesting career guide or an eBook and ask potential candidates to fill in a short application form in order to download it**

۱۱ اقدام برای بازاریابی جذب

6 steps to manage a talent pool

TALENTLYFT



Use paid advertising

Paid advertising can put relevant content in front of your ideal candidates, whether they're searching for jobs on Google, using social media or just casually browsing the internet.

Solutions

پوشش تخصصی راه‌حل‌های منابع انسانی

Measure recruitment marketing results

HR teams must constantly measure, store and evaluate data and track the most important recruitment marketing metrics

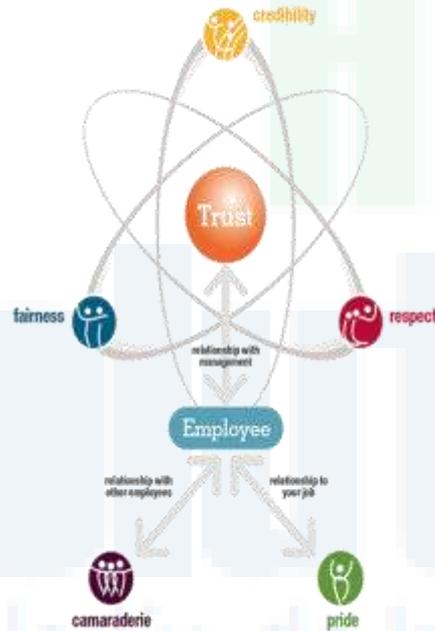
Solutions

پوشش تخصصی توسعه راه‌حل‌های منابع انسانی

Great Place To Work Perspectives

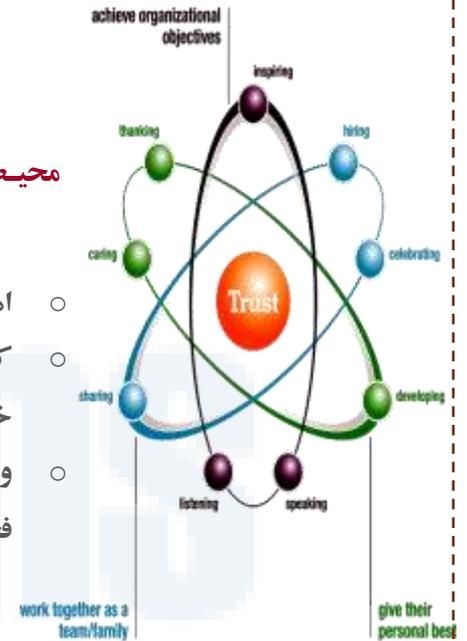
از منظر کارکنان، محیط کار آرمانی سازمانی است که:

- کارکنان به رهبران خود اعتماد دارند،
- رهبران سازمان از شایستگی و اعتبار بالا برخوردارند و انصاف، عدالت و احترام متقابل را رعایت می‌کنند
- کارکنان در محیطی صمیمانه به کار و شغل خود افتخار می‌کنند.



از منظر مدیران، محیط کار آرمانی سازمانی است که:

- اهداف سازمانی محقق شود،
- کارکنان با تمام انرژی و توان خود همکاری کنند
- و در قالب یک تیم یا خانواده فعالیت نمایند.





***This is not the end of the
story!***

***The journey begins with
you....***

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Deep conversation
with the
wise people is priceless!



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