



EMPLOYER BRANDING INITIATIVE

HIGHLIGHTS

- Delivered a global EVP project, including a new careers site and social media based talent community
- Increased the size of the talent community from just 2,000 to over 137,000 in three years
- Increased careers site traffic by 40% in the first year
- Achieved a 98% open rate on email campaigns for job vacancies

CLIENT OVERVIEW

Our client is one of the world's largest software companies, with more than 12,000 employees. After experiencing challenges in attracting quality talent, the company engaged Allegis Global Solutions (AGS) in an employer branding effort that would span the globe.

THE CHALLENGE

Our client's recruitment efforts were challenged by poor visibility in the marketplace. Additionally, programmes targeting potential new employees and top-level candidates were delivering less than satisfactory results.

THE SOLUTION

Our programme to develop an employer value proposition (EVP) for the client had an immediate positive effect, leading to exciting and innovative talent solutions that were in line with the innovative personality of the company.

We initially proposed a pilot programme for the EMEA region only. The programme would include several workshops in the UK as well as an audit to better understand the challenges of attracting talent.

The workshop objective was to pinpoint the key reasons that employees enjoyed their work. We made sure the participants' tenures were varied, to ensure a diverse audience. Our findings were presented back to our client with a proposal that AGS translates the information into an EVP and a new careers site with defined messaging for the region that would contribute significantly to their talent acquisition strategy.

Quickly recognising the strategic importance of the work, and understanding the need for our team to take the process further, our client approved a comprehensive, global employer branding project, complete with a new careers site for the EMEA, North America and APAC regions.

After establishing a global steering committee to guide the process on the client side, we conducted a series of discovery workshops at 17 of the client's locations globally. These workshops gathered the perspective of more than 160 employees, offering a clear and consistent picture about what it was like to work for the software and technology giant. The themes that emerged were presented to the global steering committee and developed into a global EVP with regional variations becoming subthemes.

Following the workshops, we worked with our client to develop internal and external communication plans with strategies and deliverables that would help the company build relationships, grow their talent community and stay engaged with potential candidates, as well as existing employees.

One of the key deliverables was the global career website redesign, which, naturally, reflected the new employer brand in message, tone, look and feel. It was developed with an 80/20 rule.

SOLUTION (CONTINUED)

80% of the content was consistent global messaging and the remaining 20% provided regional nuances and local information. The site was designed to be easy to navigate and featured compelling content, videos of real employees, affiliations and awards, advanced search capabilities and mobile access.

The EVP project team added multiple entry points to link various social media outlets to the career site, allowing visitors to access and join our client's social media-based talent community. In just three clicks, potential candidates are able to use their preferred social media profile (Facebook, LinkedIn or Twitter) to connect with our client's global talent acquisition team. This feature allowed the onsite talent acquisition team to stay connected with potential candidates, enabling them to make contact when relevant positions became available.

Our team, in partnership with HR operations, also developed a dedicated talent acquisition intranet to allow the talent acquisition team, employees and hiring managers to access information regarding the recruitment process and relevant EVP documents and tools.

Another key deliverable was a Tone of Voice guide. This hands-on tool identified key words and phrases that supported the new employer brand. The guide helped the talent acquisition teams, as well as marketing and HR teams, understand how to best talk to potential candidates, from making job descriptions easier to read to bringing company information to life. Because it was developed around insights from the employee workshops, the guide reflected how the company was already talking about itself and reinforced how on-target brand efforts were in capturing the essence of the organisation.

AGS also used our internal sourcing platform to assist the recruitment process by providing unique tools to connect with our client's active, passive and passing candidates. Our sourcing platform helped extend the client's employer branding through providing:

- SEO landing pages
- Virtual real-time database to connect with potential candidates' social profiles
- Candidate relationship management, allowing recruiters to use a single dashboard to connect with candidates
- Video screening to perform real-time video interviews with job seekers, reducing the need for travel and ultimately speeding the interview process along

Our sourcing platform also played a vital role in the technology company's global talent acquisition strategy.

We began by performing an evaluation of our client's careers website and their presence on various social media outlets, such as Facebook, LinkedIn and Twitter. Working closely with internal HR and technology teams, we sought to align our strategy to current company goals and enhance our client's social media presence to connect with qualified candidates across all skillsets and fill open job requirements.

We first provided specific recommendations per social network and by location, recommending the rollout of updates in a phased, geographic approach.

We recommended and performed, for example, a re-launch of the company's LinkedIn page to feature updated branding, internal and external communications, videos, an official group, discussions and tie-ins to other social media platforms.

Facebook was revamped to include diversity and campus events tabs to attract students and diverse candidates. The team partnered with the marketing/PR, recruitment and diversity teams to create and manage an HR content calendar to tweet awards, newsworthy information and positive media coverage on Twitter.

Feeding these tools into one another—and ultimately the re-branded careers site—would generate expanded reach, greater capabilities and improved connectivity of social media resources to improve the candidate experience and benefit our client's hiring success.

RESULTS

The employer brand initiatives proved to be successful, with a huge increase in the talent community of job candidates from just over 2,000 members to more than 137,000 in a three year period. This talent community is now over 200,000 members.

A year after the programme launched, the client received 95,800 visits to their SEO landing pages, up from 5,666 visits the year before. In addition, global careers site traffic increased by 40% in the first year. By establishing automated email campaigns that communicated relevant job openings to our talent community of job candidates twice a month, we were able to achieve a 98% open rate on emails.



ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focussed solutions that make a difference for businesses worldwide.