



# Employment Branding

MARKETING YOUR COMPANY AS THE PLACE TO WORK

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**careerbuilder.com**<sup>®</sup>

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## OVERVIEW

Faced with a large number of baby boomers retiring, an estimated 5.4 million jobs created before 2010, and smaller generations of replacement workers entering the workforce, hiring managers are voicing concern over their ability to fill vacant positions with skilled staff.<sup>1</sup> In the 2007 Employment Dynamics and Growth Expectations (EDGE) Report, Nine out of ten employers said finding good workers was more difficult today than compared to a year ago, and roughly the same number believe it will be equally or more challenging to recruit qualified candidates 12 months from now.

With today's shrinking labor market, it is important for hiring managers to position their company as a place where candidates want to work. This enables you to receive more attention from qualified candidates and more opportunities to fill your staff with talented employees. This white paper will help you brand your company as the "Place to Work" with job seekers by implementing CareerBuilder.com Employment Branding and other brand related products into your recruiting efforts. These effective branding tools include:

- BrandBuilder
- Featured Employer
- Diversity Featured Employer
- Job Branding
- JOBS
- Video Branding
- Career Site Hosting

## BETTER BRAND IMAGE MEANS BETTER CANDIDATES

"Nearly half of all American workers (49 percent) indicate that their company's brand or image played a key role in their decision to apply for a job with their respective employers". Employment Branding is the process of placing an image of being a great place to work in the minds' of the targeted talent pool. When you implement these tools into your recruitment efforts, you effectively create an image that makes people want to work for your company. These tools enable you to position yourself as a well managed company where workers are continually learning and growing or as an "Employer of Choice" in the area of diversity. Regardless of how you wish for job seekers to view your company, Employment Branding helps you project that image successfully.

## BRANDBUILDER

BrandBuilder is the first and most important tool you can utilize to begin to build a better brand online. BrandBuilder allows you to create a series of web pages within CareerBuilder.com which provides job seekers with a comprehensive view of your organization and culture in an easy to view format. Information typically includes; your company culture, management style, quality of current employees, career opportunities, stable employment image, impact of your product/service on your customers' lives, benefits to working with your company, learning and growth opportunities and your company's philosophy. This catches the job seeker's attention by giving them one place to view all of your open jobs and learn about your company. Interested candidates will read the BrandBuilder pages.

With BrandBuilder, you talk directly to candidates who are serious about a position with your company, and can "sell" the benefits of your company to those who are interested. BrandBuilder enables candidates to become acclimated with and educated about your company, industry, and available positions. This is especially important to a candidate before an interview. Candidates who understand your company are more likely to be serious about the opportunity and worth your recruiting efforts.

The more professional your job posting, the more quality applicants you receive. Your company appears in searches by company or industry, as well as standard job searches. Also, your BrandBuilder links from any area within CareerBuilder.com where your company name appears. BrandBuilder enables you to keep all of your open positions together and unite your posting under your brand.

## FEATURED EMPLOYER

CareerBuilder.com's Featured Employer places your company's name right on the home page of CareerBuilder.com, or just one click away from the home page depending on the package you choose. For example, Featured Employer Plus delivers maximum exposure to job seekers and further establishes your company's brand name. The standard Featured Employer package places your name on a Featured Employer's page where candidates can find companies, without performing a search. When job seekers are on the home page of CareerBuilder.com they click on your logo and are directed to your BrandBuilder page.

<sup>1</sup> BLS.gov

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Other online recruitment web sites do not offer the advantages as CareerBuilder.com's Featured Employer. For one, no other job site offers your company logo placement directly on their home page. Also, Featured Employer listings are often non-exclusive on other job sites, where as on CareerBuilder.com, there is a page dedicated to those who wish to be listed as a featured employer.

## DIVERSITY FEATURED EMPLOYER

By 2008, women and minorities are expected to make up 70 percent of new entrants to the workforce. Nearly one-fifth of the U.S. workforce will be 55 or older by 2012. Approximately 40 percent of all American consumers are non-White. Spending among African Americans, Asian Americans, and Hispanic Americans is estimated to exceed \$650 billion annually.<sup>2</sup>

Diverse candidates make up 31.8 percent of all job seekers visiting CareerBuilder.com.<sup>3</sup> With the issue of creating a diverse workforce becoming increasingly important, it is important for you to begin attracting the best diverse candidates to your open positions now. Diversity Featured Employer places your logo on the "Diversity Channel", Featured Employer places your logo on the "Diversity Channel", which is one click away from CareerBuilder.com's home page, as a Diversity Feature Employer. By simply clicking on a logo, the job seeker can access your company's Brand Builder, which includes company information and all your available positions.

## JOB BRANDING

Your Job Posting is the first thing a candidate sees when searching for a job. So this is the first opportunity you receive to make a favorable impression. Job Branding allows you to separate your Job Posting from your competition by designing a posting that reflects your brand's image.

## .JOBS

.JOBS is a domain created for your company to utilize as an alternative method for job seekers to come and seek out your job postings. It is also used as a way to provide specific and compelling career information about working for your

company. For example, Motorola would have the address [www.motorola.jobs](http://www.motorola.jobs). When job seekers go online, they can type in [www.motorola.jobs](http://www.motorola.jobs) and be directed to Motorola's job listings. This is extremely important when a job seeker uses Google or another search engine to search for a job related to your opening. Your Job Posting and .JOBS domain are retrieved after performing a search, meaning more job seekers view your openings.

You may have additional domains set up under their name. For example, Motorola might want to pinpoint certain locations, so they could set up [www.chicagomotorola.jobs](http://www.chicagomotorola.jobs) and specifically target candidates in that area. Companies may also target a certain industry, as you can setup a domain like [www.motorolaengineers.jobs](http://www.motorolaengineers.jobs) to pinpoint the exact category of candidate you are trying to find.

The only guideline you must follow is that your name must appear in the domain. For example: Motorola can get [www.motorola.jobs](http://www.motorola.jobs), [www.chicagomotorola.jobs](http://www.chicagomotorola.jobs), and [www.motorolaengineers.jobs](http://www.motorolaengineers.jobs), but can not buy a domain such as [www.chicagoengineers.com](http://www.chicagoengineers.com). Once an interested job seeker clicks on a desired Job Posting, the .JOBS domain is automatically directed back to your company's jobs or BrandBuilder on CareerBuilder.com. You can also direct the .JOBS domain to your company career section if you should choose.

## VIDEO BRANDING

The newest way to attract top talent to your company's job openings is by selling your brand through CareerBuilder.com's Video Branding. There are several Video Branding packages you can choose from to provide candidates with a visual and audio overview of your culture and what day-to-day life is like working for your company. Packages range from a Photo Video to a ninety-second Video Commercial.

The next step in recruiting is a perfect way to build a stronger brand because you speak directly to job seekers. You gain the ability to tell them exactly what makes your company a place where they want to work by emphasizing the key attributes of your company. This level of communication can not be accomplished in a Job Posting, and was previously only an option through Career Fairs or other forms of face-to-face encounters.

<sup>2</sup> 2006 Maritz Poll

<sup>3</sup> BLS.gov

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## CAREER SITE HOSTING

Career Site Hosting offers a career center created, hosted, and maintained by CareerBuilder.com, with your company's complete look and feel. This enables you to post and edit your jobs and track applicants in real-time, so you manage the entire recruitment process in one step. CareerBuilder.com fully hosts the career site on your corporate website - keeping visitors within your Web environment while still doing all the work. On average, you see a 60 percent increase in job seekers viewing your jobs.

## ATTRACT THE BEST CANDIDATES FOR YOUR BRAND

Faced with a shrinking talent shortage and the continuous retirement of the baby boomer generation, how today's top candidates view your company has never been more important. Fortunately, by implementing the many brand building tools CareerBuilder.com offers, you can effectively market your company as not only the "Place to Work", but as the "Place Where Employees Want to Work". The benefits of doing so include a reduced cost-per-hire, time-to-fill, and your level of stress often increased when recruiting. What this also means is that you find the right candidates for your company and your culture, instead of continuously hiring for the same position time and time again.

## ABOUT CAREERBUILDER.COM

CareerBuilder.com is the nation's number one online job network with more than 23 million unique monthly visitors, over 1.5 million jobs, and over 15,000 fresh resumes added daily. Owned by Gannett Co., Inc. (NYSE: GCI), Tribune Company (NYSE: TRB), The McClatchy Company (NYSE: MNI) and Microsoft Corp. (Nasdaq: MSFT), CareerBuilder.com offers a vast online and print network to help job seekers connect with employers. Our vast network is the only resource that captures quality candidates where they live, work, and play. Through our over 1,000 online partners such as AOL and MSN, over 150 newspaper affiliates, and unprecedented national advertising campaign, we provide employers with maximum exposure, consistently delivering the most and best candidates.

CareerBuilder.com is committed to providing best-of-breed job posting and source reporting solutions, providing a unified desktop. Our willingness to work with technology on our customers' behalf allows us to offer major innovations that have an overall impact on your bottom line. Corporate clients range from FORTUNE 1000 to small-to-medium size businesses across all industries and regions.

If you would like to learn more about how CareerBuilder.com attracts the passive job seeker, please call: 1-877-FILL -A-JOB.