

Branding the Organization

Why build a Recruitment Brand?

- To create and communicate a compelling and unique perception of your organization in the minds of target candidates and employees which attracts, subtly encourages, and retains them
- To best describe what it feels like to work for your organization

What are the benefits of Branding?

- Motivates 'target' candidates to choose you as an employer
- Promotes strong external Public Relations through 'word of mouth'
- Allows for greater consistency of message when 'selling' to applicants during the hiring process
- When engaging a search firm, branding enables the firm to accurately explain your mission, culture, ethics and goals to potential candidates without direct experience of having worked as an employee of the business

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driven
process
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•
*a cost
effective
approach*

•
*let us work
with you to
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for success*

Selling the Opportunity

Selling the opportunity?

The Why

- The talent pool is shrinking and companies/organization are becoming more and more competitive
- Today applicants are no longer asking "can I work for you?" but instead..."why should I work for you?"
- Top talent is more sophisticated at negotiating terms and conditions of employment, they ask for it all...therefore we have to present the opportunity in the most favorable light

The How

- Honesty portraying the opportunity
- An accurate assessment of the opportunity
- The advantages they might gain coming onboard
- The leadership and vision driving the organization
- What sets us apart
- What is our employee value proposition

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Recruitment Branding**

Candidate Profiles

What is a Candidate Profile?

- Describes the skills, experiences, knowledge, and personal attributes key talent must have to successfully execute organization-specific challenges
- Provides concrete criteria for guiding significant hiring, promotion, and development decisions
- Is consistent, relevant, fair, and legally defensible

Why have Candidate Profiles?

- To objectively measure the capability to deliver against highly focused business needs
- To quantify and project gaps in the candidate
- To efficiently align and integrate phases of succession and talent management processes from hiring to promotion

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Knowing Your Targeted Candidate Pool

Targeting the right talent pool?

- Define what population to target i.e., do they need to be in the same industry or can you consider other industries, what stage of their career should they be at, what unique skills should they possess, etc.
- Determine what characteristic traits you can leverage to reach and appeal to this population.
- Research what is important to your targeted population

Reaching your targeted population?

- Customize your sourcing to reach your identified population
- Customize the way you market the opportunity using language that speaks to your targeted population
- Leverage all distribution channels at your disposal, from staff, to technology, to advertising, and networking
- Personalize your outreach

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**Building a Candidate Profile &
Knowing Your Targeted
Candidate Pool**

Selection Best Practices

Is a Search Firm Necessary?

- What challenges are associated with recruiting for the position
- Does the position warrant the associated expense

Why should we engage the firm?

- Assess the firms reputation in the industry
- Gain an understanding of the firms human capital resources and technology capabilities
- Assess the firms ability to market and sell both the opportunity and the University (and in the case of a national search, the city of Columbus)
- Determine the firms ability to reach the defined targeted candidate pool

Can they deliver?

- Provide project scope and set vendor expectations up front
- Prepare and provide a “success profile”
- Request a preliminary marketing plan
- Request references
- Agree on the best way to present candidates

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Relationship Management Best Practices

What works best?

- Establish a point of contact
- Review project scope and vendor expectations
- Schedule regular ‘report-out’ meetings
- Provide timely and specific feedback to the search firm after reviewing resumes and/or interviewing applicants

How to define success?

- A high quality applicant pool
- Effective due diligence informing the applicants on the opportunity, the University, and the geographic area
- Applicants who have a high level of interest in the opportunity, not ones just testing the market

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Search Firm Selection & Relationship Management