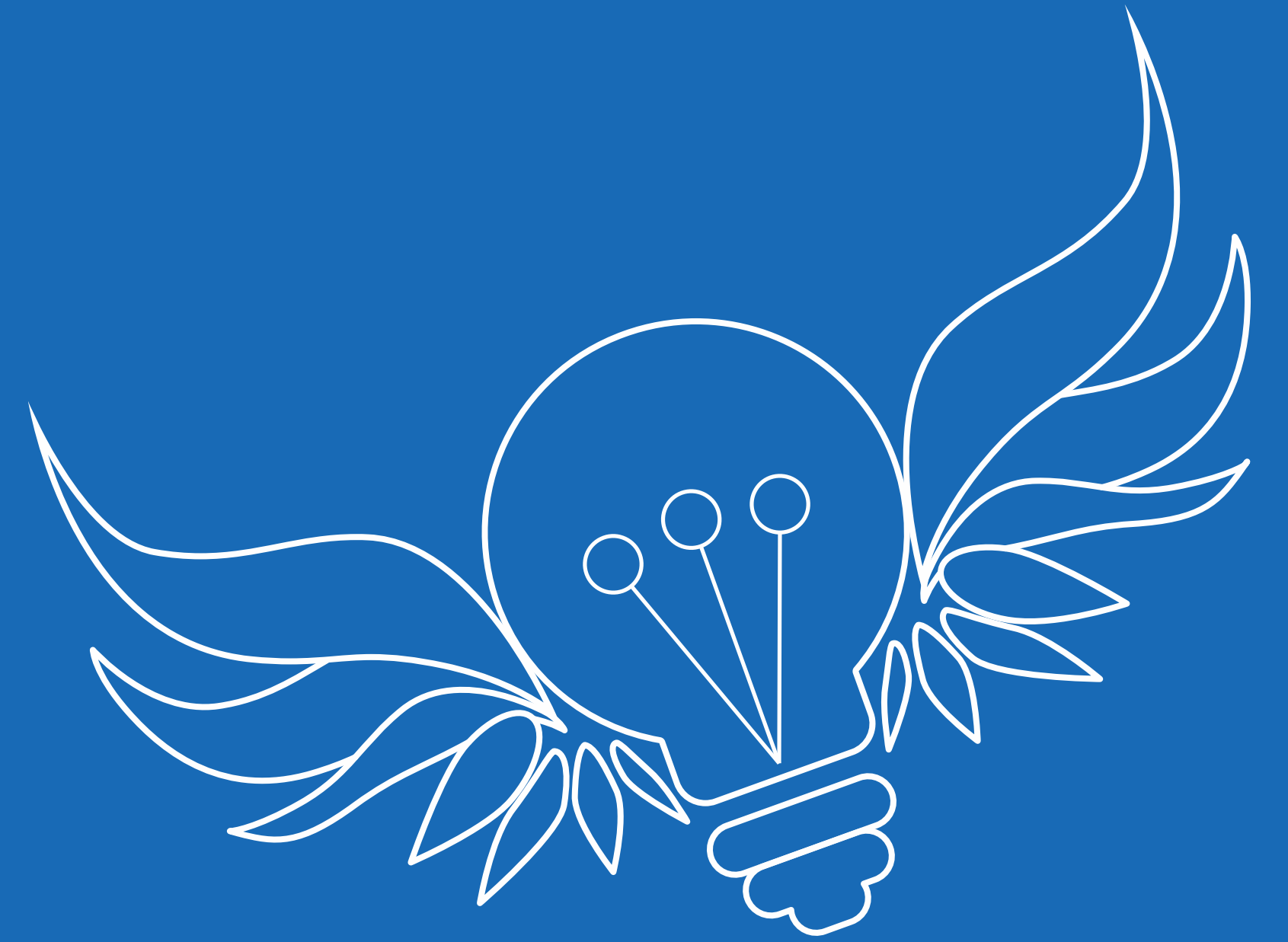


# CONTENT AS A RECRUITING TOOL

Employer Brand Activation One Story at a Time





# Little Ditty 'Bout Brad and Adrienne

*\* Apologies to John Cougar Mellencamp  
This is the last one of these I do today*



## THIS IS ADRIANNE

She's an amazing Account Director.

- In her last two jobs, she's grown accounts by an average of 17%.
- Her client list looks like a Who's Who of the F500.
- She's helped land "whale" accounts.
- She's been asked to speak at two conferences this year.
- She's got more than 700 connections on LinkedIn and a dozen glowing recommendations.
- She's only 29 and if you hire her right now, she'll be your "Head of Accounts" in two years, growing the overall business by double digits.

***TL;DR: You want to hire Adrienne.***



 THIS IS ADRIANNE

**But she'll never apply to your company.**







## THIS IS ADRIANNE

Because she knows her worth. She'll switch jobs on her terms.

- She's been building a "go to" list for the last 18 months (there's six companies there already and you aren't on it).
- When gets hold of an interesting new company, she Googles them. And then she reads the Glassdoor reviews.
- If you think your recruiters can get her, you're wrong. She gets an invitation at least every week from recruiters offering her the moon.
- To her, each unrequested invitation is spam. She glances at it, but she deletes it. All of it. Every time.



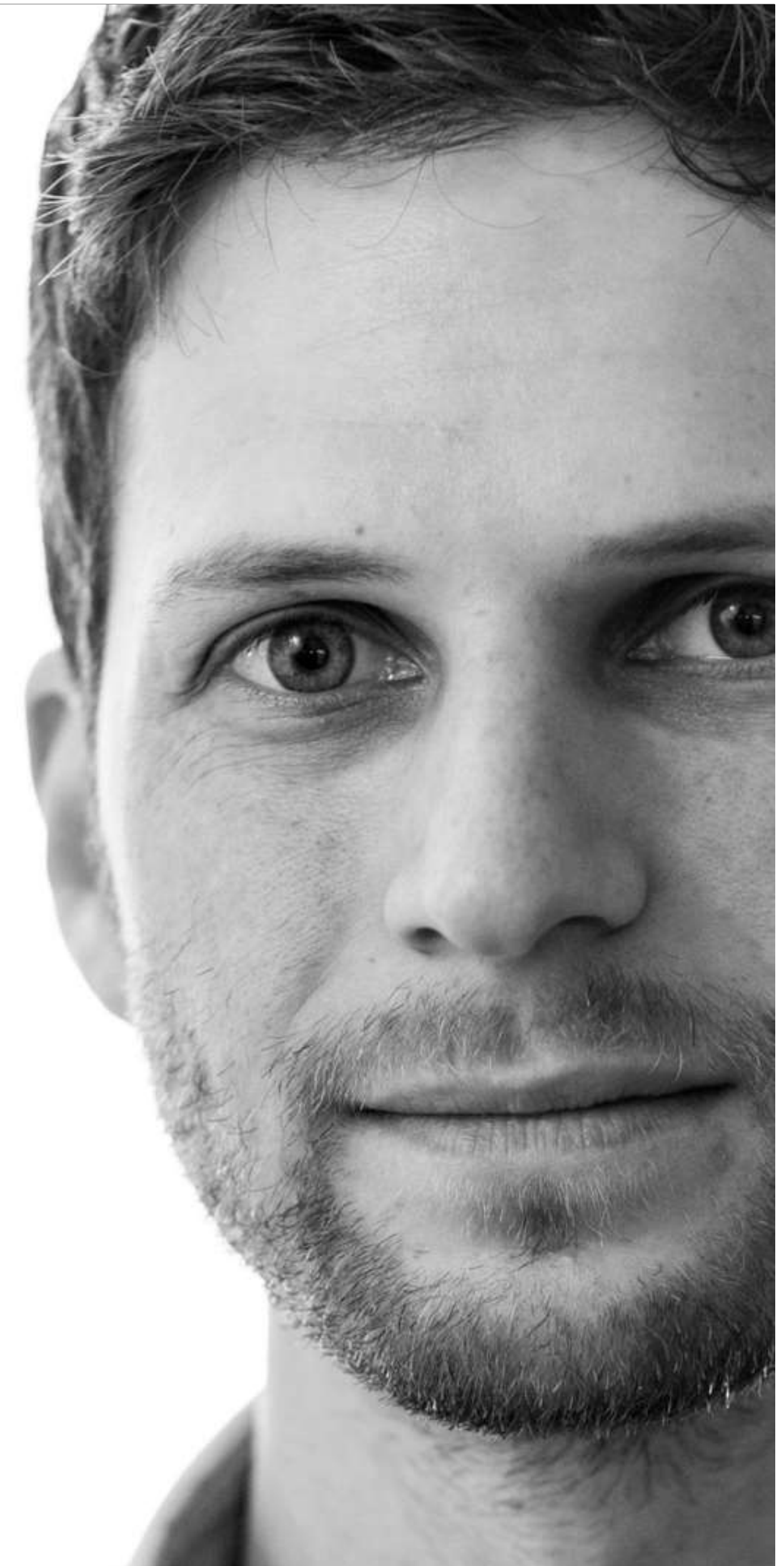


## THIS IS BRAD

He's also an Account Director.

- He's done this job for four different companies in the last six years.
- He's a great interviewee. He tells great stories that make him sound like a rebel or a rogue who's skills weren't appreciated. Again and again.
- But he never has any numbers to quote.
- In a year or two, when this job gets tough, he'll jump.
- He's got contacts but his LinkedIn details are thin. And only two "nice" recommendations.

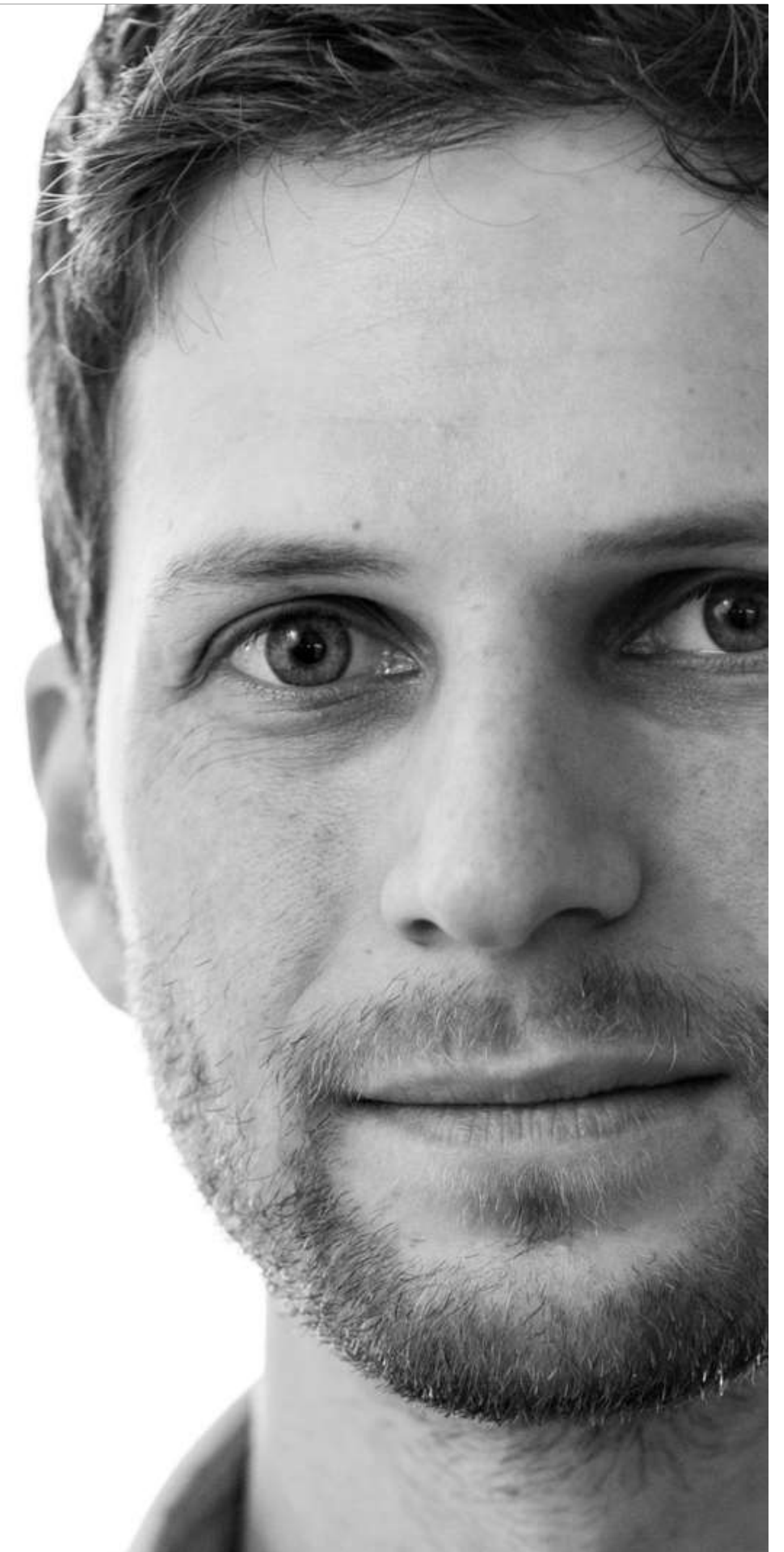
***TL;DR: Brad is a deeply mediocre candidate.***





 THIS IS BRAD

**But this is who applies to your jobs.**

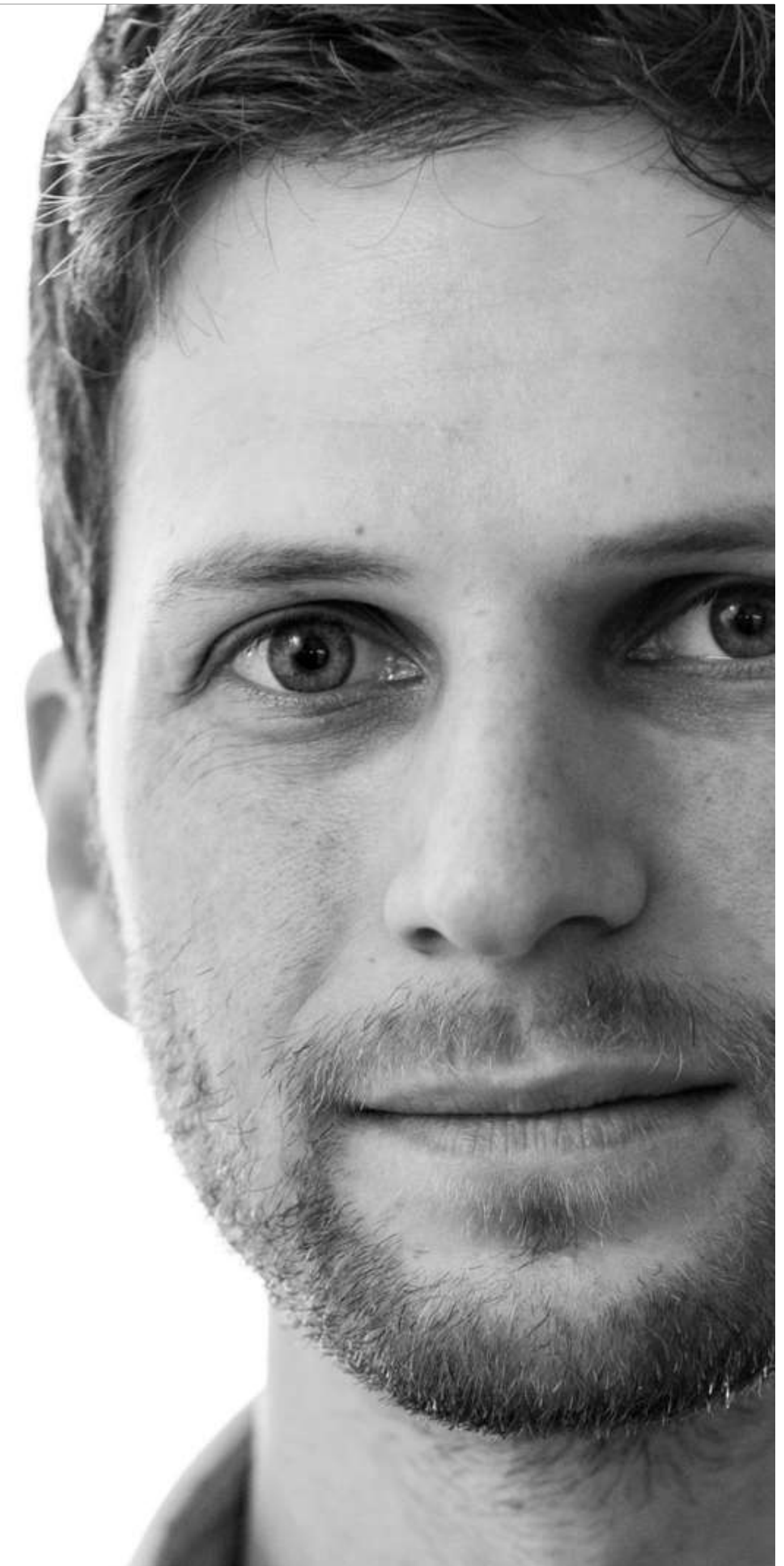




## THIS IS BRAD

He lives on job boards.

- He loves to apply for your jobs.
- He just has to hit “apply” and he’s done (thank you for making it so easy for him).
- He loves to respond to recruiters, because each new contact holds the hope of a better opportunity (for him, not you).
- He researches companies on his way to the interview.
- The only time he’s on Glassdoor is to slam his old company for not giving him more responsibilities.
- Your application pool is lousy with Brads. Just lousy.





**Job Description - Job Family: 6000 - Project Management**

|                                   |     |
|-----------------------------------|-----|
| 1. Project Management             | 20% |
| 2. Client Relationship Management | 20% |
| 3. Business Development           | 20% |
| 4. Client Engagement              | 20% |
| 5. Project Delivery               | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                       |     |
|-----------------------|-----|
| 6. Strategic Planning | 20% |
| 7. Risk Management    | 20% |
| 8. Quality Management | 20% |
| 9. Change Management  | 20% |
| 10. Team Management   | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                                    |     |
|------------------------------------|-----|
| 11. Contract Management            | 20% |
| 12. Financial Management           | 20% |
| 13. Human Resources Management     | 20% |
| 14. Information Systems Management | 20% |
| 15. Operations Management          | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                            |     |
|----------------------------|-----|
| 16. Procurement Management | 20% |
| 17. Quality Management     | 20% |
| 18. Risk Management        | 20% |
| 19. Change Management      | 20% |
| 20. Team Management        | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                                    |     |
|------------------------------------|-----|
| 21. Contract Management            | 20% |
| 22. Financial Management           | 20% |
| 23. Human Resources Management     | 20% |
| 24. Information Systems Management | 20% |
| 25. Operations Management          | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                            |     |
|----------------------------|-----|
| 26. Procurement Management | 20% |
| 27. Quality Management     | 20% |
| 28. Risk Management        | 20% |
| 29. Change Management      | 20% |
| 30. Team Management        | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                                    |     |
|------------------------------------|-----|
| 31. Contract Management            | 20% |
| 32. Financial Management           | 20% |
| 33. Human Resources Management     | 20% |
| 34. Information Systems Management | 20% |
| 35. Operations Management          | 20% |

**Job Description - Job Family: 6000 - Project Management**

|                            |     |
|----------------------------|-----|
| 36. Procurement Management | 20% |
| 37. Quality Management     | 20% |
| 38. Risk Management        | 20% |
| 39. Change Management      | 20% |
| 40. Team Management        | 20% |

**Customer Service Representative I**

Reports to: Supervisor

Department: Customer Service

Job Summary: Provide excellent customer service, manage account information, and ensure customer satisfaction.

**ESSENTIAL FUNCTIONS:**

- Answer customer inquiries regarding products, services, and account information.
- Provide technical support to customers, including troubleshooting and product demonstrations.
- Monitor account balances, usage, and charges, and advise customers on billing and payment options.
- Identify and address customer complaints, providing prompt and effective solutions.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of customer interactions and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**EDUCATION AND EXPERIENCE:**

- High school diploma or GED.
- 1-2 years of customer service experience.

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**EDUCATION AND EXPERIENCE:**

- High school diploma or GED.
- 1-2 years of customer service experience.

**Hotel Operations**

| POSITION TITLE              | REPORTS TO            | DEPARTMENT       | CLASS            |
|-----------------------------|-----------------------|------------------|------------------|
| Hotel Operations Supervisor | Hotel General Manager | Hotel Operations | Hotel Operations |

**POSITION SUMMARY:** Oversee hotel operations, including guest services, housekeeping, and maintenance.

**ESSENTIAL FUNCTIONS:**

- Manage hotel operations, including guest services, housekeeping, and maintenance.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of hotel operations and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Architect**

Reports to: Director of Architecture

Department: Architecture

Job Summary: Design and develop architectural plans and drawings.

**ESSENTIAL FUNCTIONS:**

- Design and develop architectural plans and drawings.
- Collaborate with clients and other stakeholders to understand project requirements.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of architectural projects and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Sales Associate Job Description**

Reports to: Store Manager

Department: Sales

Job Summary: Assist customers with purchases and provide excellent service.

**ESSENTIAL FUNCTIONS:**

- Assist customers with purchases and provide excellent service.
- Maintain a clean and organized sales floor.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of sales transactions and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Business Development Manager**

Reports to: General Manager

Department: Business Development

Job Summary: Identify and pursue new business opportunities.

**ESSENTIAL FUNCTIONS:**

- Identify and pursue new business opportunities.
- Build and maintain relationships with key stakeholders.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of business development activities and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Supervisor Job Description**

Reports to: General Manager

Department: Operations

Job Summary: Oversee daily operations and ensure quality standards.

**ESSENTIAL FUNCTIONS:**

- Oversee daily operations and ensure quality standards.
- Manage staff and ensure compliance with company policies.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of operations and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Jair Lynch**

**Administrative Services Job Description**

Reports to: General Manager

Department: Administrative Services

Job Summary: Provide administrative support and ensure smooth operations.

**ESSENTIAL FUNCTIONS:**

- Provide administrative support and ensure smooth operations.
- Manage office equipment and supplies.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of administrative activities and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Practice Nurse - Job Profile and Description**

Practice nurse, job is to provide best practice nursing care to all supporting patient recovery, maintaining conditions of practice, working with health professionals to provide services, providing education, advice and care to patients, leading from health to health.

**Duties and Responsibilities:**

- Assessing, providing advice, and implementing other health care services or programs.
- Providing patient care and support.
- Providing health education and counselling.
- Assessing and providing services to patients.
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- Assessing and providing services to patients.
- Providing patient care and support.
- Providing patient care and support.
- Providing patient care and support.

**Predator Ridge Account/Business Manager**

Reports to: General Manager

Department: Account/Business Management

Job Summary: Manage Predator Ridge accounts and ensure customer satisfaction.

**ESSENTIAL FUNCTIONS:**

- Manage Predator Ridge accounts and ensure customer satisfaction.
- Build and maintain relationships with key stakeholders.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of account activity and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**CITY OF ORLANDO DESCRIPTION**

**TITLE:** CITY ACCOUNTS SPECIALIST

**DEPARTMENT:** Finance

**REPORTS TO:** Finance Director

**SECURITY:** None

**ANTICIPATED DATES:** 20-40 SMARTWORK: None Full Time

**POSITION RESPONSIBILITIES:**

The position is primary responsibility for account billing and processing of City Utility Customers and Customers. Ensure and perform a variety of accounting duties.

**EXAMPLES OF DUTIES AND RESPONSIBILITIES:**

- Process and bill for utility services.
- Provide customer support and service.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of account activity and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**ACCOUNTS PAYABLE SPECIALIST**

Reports to: Finance Director

Department: Finance

Job Summary: Manage accounts payable and ensure accurate financial reporting.

**ESSENTIAL FUNCTIONS:**

- Manage accounts payable and ensure accurate financial reporting.
- Build and maintain relationships with key stakeholders.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of account activity and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Accounts Payable Specialist**

Reports to: Finance Director

Department: Finance

Job Summary: Manage accounts payable and ensure accurate financial reporting.

**ESSENTIAL FUNCTIONS:**

- Manage accounts payable and ensure accurate financial reporting.
- Build and maintain relationships with key stakeholders.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of account activity and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Accounts Payable Specialist**

Reports to: Finance Director

Department: Finance

Job Summary: Manage accounts payable and ensure accurate financial reporting.

**ESSENTIAL FUNCTIONS:**

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- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of account activity and account activity.
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Department: Finance

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- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Friendship**

**Friendship**

Reports to: General Manager

Department: Community Development

Job Summary: Promote and support community development projects.

**ESSENTIAL FUNCTIONS:**

- Promote and support community development projects.
- Build and maintain relationships with key stakeholders.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of community development activities and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.

**Central Fisheries Board**

**Water Framework Directive Job Description**

Reports to: General Manager

Department: Environmental Management

Job Summary: Implement and manage water framework directive projects.

**ESSENTIAL FUNCTIONS:**

- Implement and manage water framework directive projects.
- Build and maintain relationships with key stakeholders.
- Ensure compliance with all applicable laws, regulations, and company policies.
- Maintain accurate records of water framework directive activities and account activity.
- Collaborate with other departments to resolve complex customer issues.
- Provide excellent customer service, ensuring a positive and memorable experience.
- Adhere to all company policies and procedures, including attendance and safety protocols.
- Participate in ongoing training and development opportunities.





# WHAT WOULD YOU BUY?



## It's your choice.

170 Horsepower

25/38 MPG

Apple CarPlay

LED Headlights

Adaptive Cruise Control

Rearview Camera

Lane Departure Warning

Blind-spot Monitor

Parking Assist

MSRP Under \$23,000

**OR...**







# IS THE JOB DESCRIPTION STILL VALUABLE?

Some people rely on job descriptions, but some people don't.

Rely exclusively  
on job descriptions  
for decision-  
making about  
application

Job descriptions  
play a significant  
role in deciding to  
apply

Almost never use  
job descriptions for  
decision-making  
about application



But if they aren't relying on job descriptions, what are they relying on?





# FILLING THE JOB DESCRIPTION GAP

Rely exclusively on job descriptions for decision-making about application

Job descriptions play a significant role in deciding to apply

Almost never use job descriptions for decision-making about application



When we say, “content” we mean stories you tell about yourself, the stories your staff are telling online, Glassdoor reviews, friends of friends who work there, Google searches, LinkedIn searches, Twitter searches, etc etc etc...



# FILLING THE JOB DESCRIPTION GAP

Put another way...

Entry-level  
Job-hoppers  
**Brad**

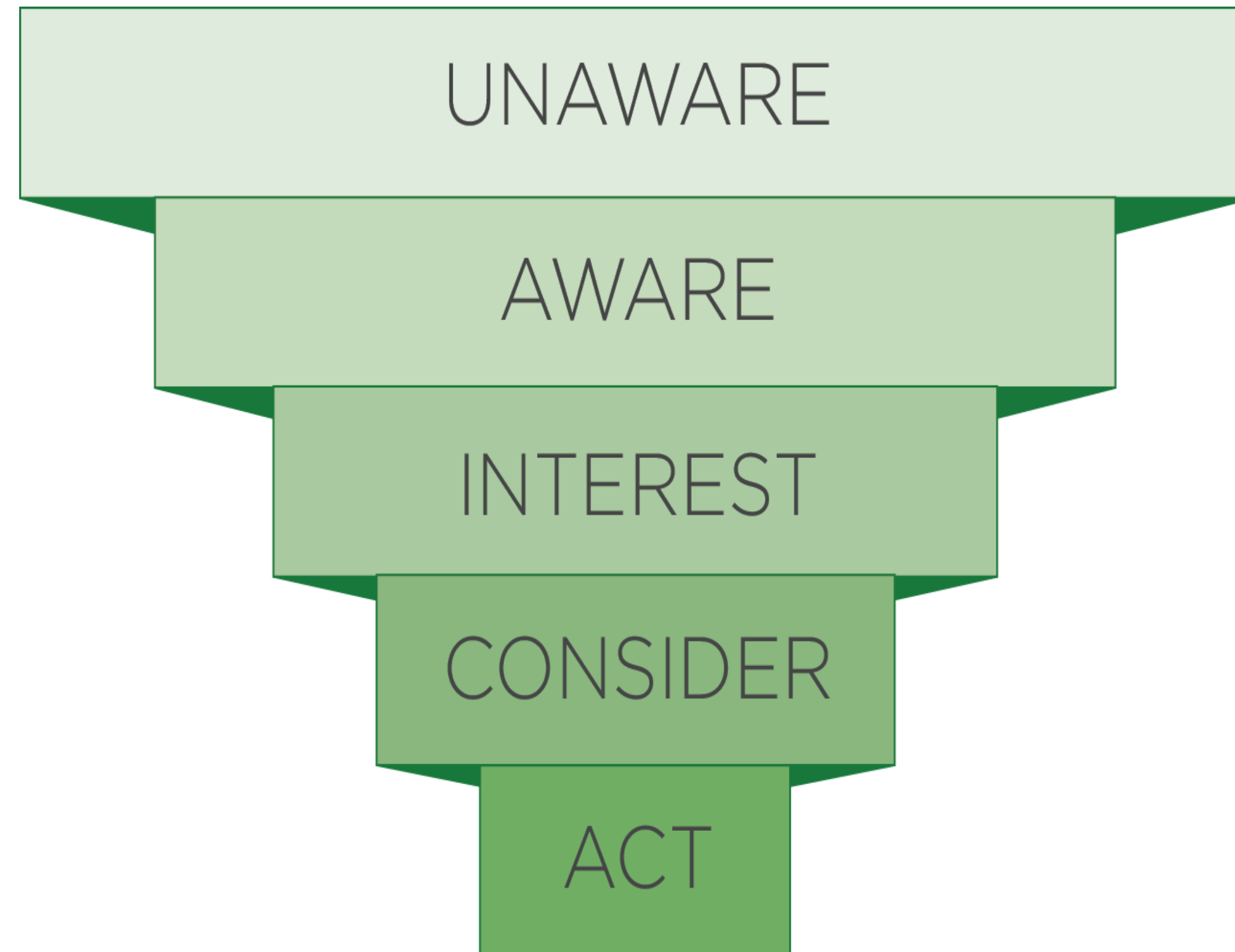
Some experience  
Basic management  
Skilled and selective

Leaders  
Experts  
**Adrienne**



Not giving Adrienne something worth knowing or remembering about you is why she's a lost cause.

 MEET YOUR FRIEND, THE CONSIDERATION FUNNEL

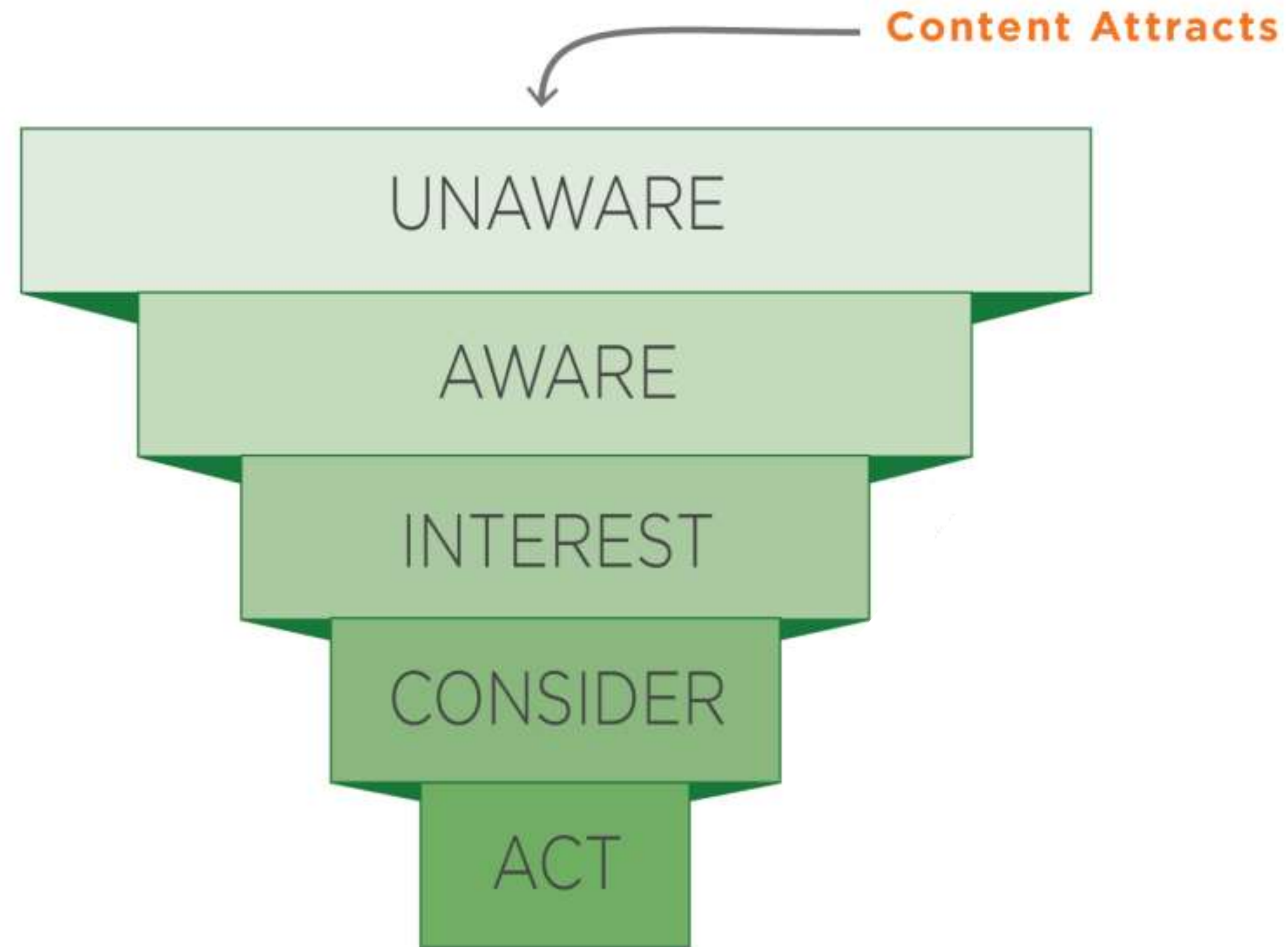






## CONTENT CREATES VALUE TWO WAYS

**Passive candidates don't search for jobs.** Content attracts passive candidates by telling interesting stories. It also enhances ads and SEO across the board. So content can increase overall traffic by attracting potential candidates.



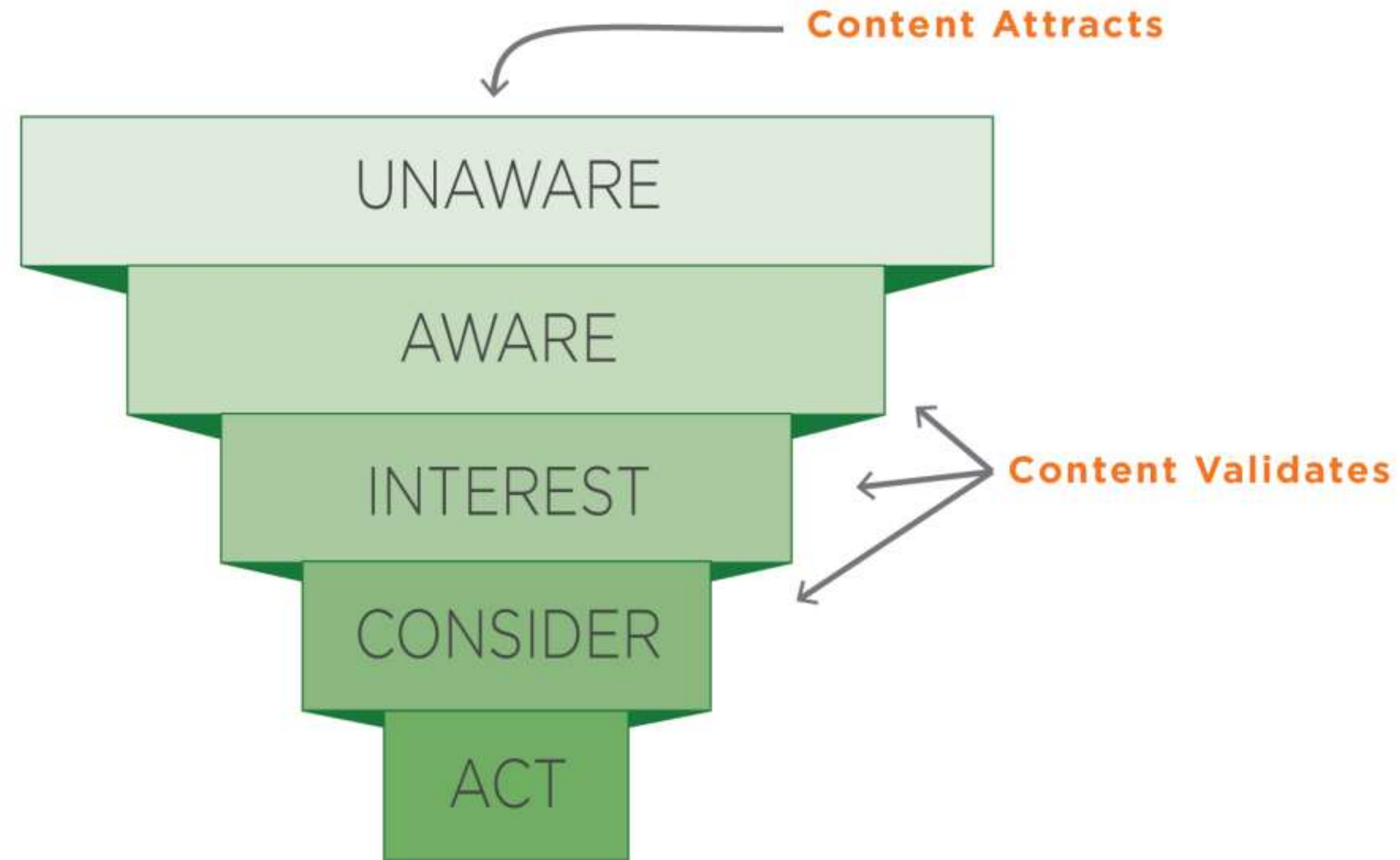


## CONTENT CREATES VALUE TWO WAYS

### But content can influence job seekers

At the same time, the 70-90% of all traffic that comes from Indeed and other job boards are landing on job descriptions that don't say much.

Content validates those prospects' interest in jobs, increasing overall conversion rates.





# Why invest in content?

Content spells out what the work experience and mission of the company far better than a job description without interrupting your candidate's flow.

This is just-in-time content, providing a more compelling reason to apply.





# Why invest in content?

In short, content answers common prospect questions and provides a more meaningful and impactful “Why”



# A RECRUITING CONTENT FRAMEWORK



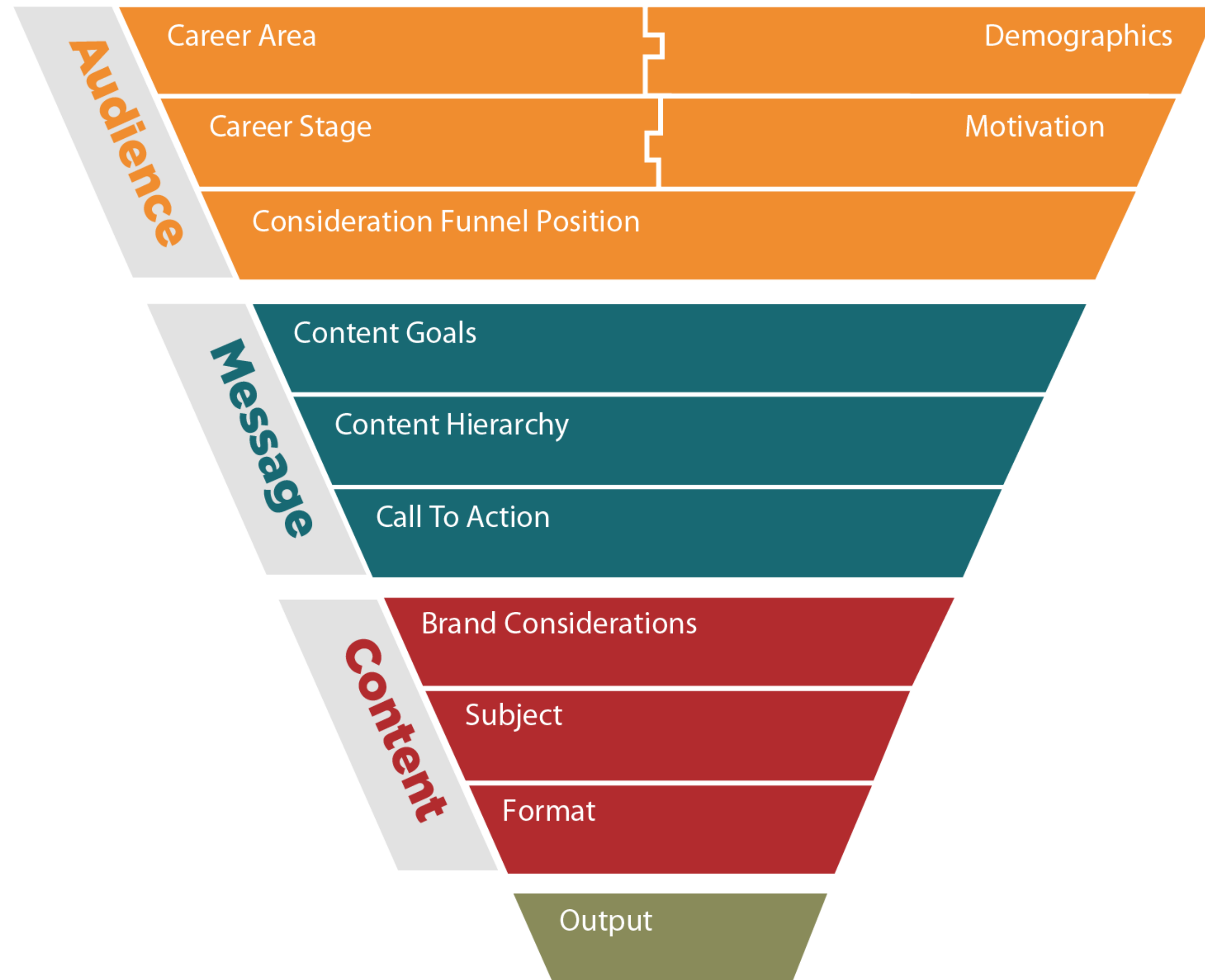
**Audience**

**Message**

**Content**



# A RECRUITING CONTENT FRAMEWORK





# AUDIENCE & MESSAGE MATRIX



|  | Sales & Business Development | Analytics | IT | Product Development | Finance | Customer Services | Marketing & Communications | HR |
|--|------------------------------|-----------|----|---------------------|---------|-------------------|----------------------------|----|
| Work Among Talented Individuals                    | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| Shape the Future                                   | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| Progressive Environment                            | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| Individual Impact (empowered to grow)              | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| More Than Just a Credit Check Company (Innovation) | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| Commitment to Help Others/Educate                  | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| Commitment to Data Integrity                       | X                            | X         | X  | X                   | X       | X                 | X                          | X  |
| Customer Focused                                   | X                            | X         | X  | X                   | X       | X                 | X                          | X  |



# AUDIENCE & MESSAGE MATRIX



|  | Sales & Business Development | Analytics | IT | Product Development | Finance | Customer Services | Marketing & Communications | HR |
|--|------------------------------|-----------|----|---------------------|---------|-------------------|----------------------------|----|
| Work Among Talented Individuals                    |                              |           | X  | X                   |         |                   |                            |    |
| Shape the Future                                   |                              |           | X  | X                   |         |                   |                            |    |
| Supportive Environment                             |                              |           |    |                     |         |                   |                            | X  |
| Individual Impact (empowered to grow)              | X                            |           |    |                     |         |                   |                            |    |
| More Than Just a Credit Check Company (Innovation) |                              |           | X  | X                   |         |                   |                            |    |
| Commitment to Help Others/Educate                  |                              |           |    |                     |         | X                 |                            |    |
| Commitment to Data Integrity                       |                              | X         | X  | X                   |         |                   |                            |    |
| Customer Focused                                   |                              |           |    |                     |         | X                 |                            |    |



# AUDIENCE & MESSAGE MATRIX



|  | Sales & Business Development | Analytics | IT | Product Development | Finance | Customer Services | Marketing & Communications | HR |
|--|------------------------------|-----------|----|---------------------|---------|-------------------|----------------------------|----|
| Work Among Talented Individuals                    |                              |           | X  | X                   |         |                   |                            |    |
| Shape the Future                                   |                              |           | X  | X                   |         |                   |                            |    |
| Supportive Environment                             |                              |           |    |                     |         |                   |                            | X  |
| Individual Impact (empowered to grow)              | X                            |           |    |                     |         |                   |                            |    |
| More Than Just a Credit Check Company (Innovation) |                              |           | X  | X                   |         |                   |                            |    |
| Commitment to Help Others/Educate                  |                              |           |    |                     |         | X                 |                            |    |
| Commitment to Data Integrity                       |                              | X         | X  | X                   |         |                   |                            |    |
| Customer Focused                                   |                              |           |    |                     |         | X                 |                            |    |



# WORK AMONG TALENTED INDIVIDUALS



## Audience

IT, Product Development

## Message

Employees are open to feedback and learning from others. You can gain knowledge from the people around you. What you bring sets us apart.

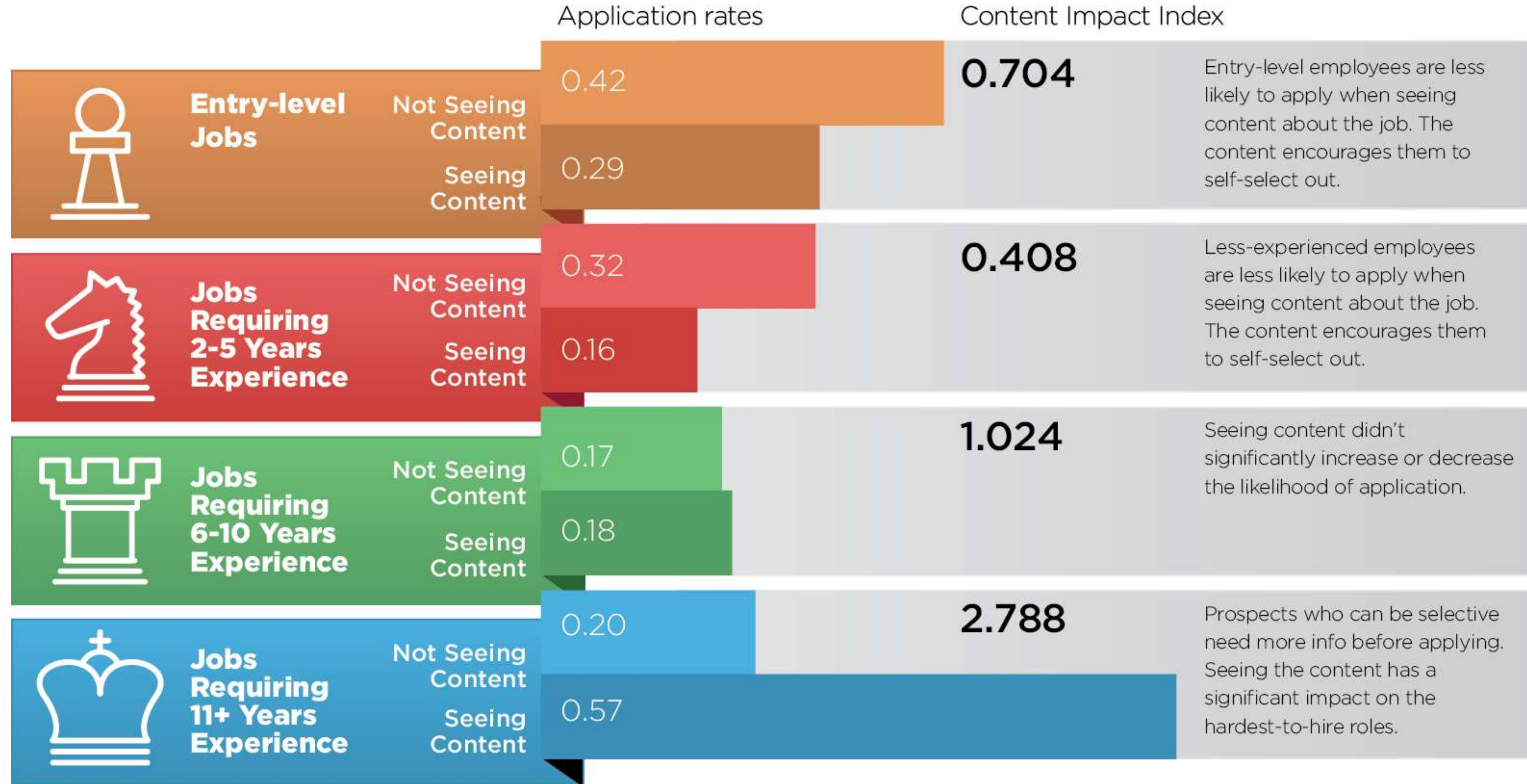
## Content

Engagement page “Are you Experian Material?”  
Employee Generated Content (EGC) – Employees define what it means to be part of a team  
(supported by branded testimonial graphics for social)  
Repurposing existing videos such as, “The Employee Deal” video





# THE IMPACT OF CONTENT





# And the first step is....?

You want “actionable?” I can do that.



# A BASIC CONTENT PLAN



## The First Eight Pages You Need to Build

- **How We Hire**
  - Explain the process so that prospects have less uncertainty while waiting for an answer
- **A Day In The Life of a [job title]**
  - What is this job really like?
- **Life in the [Location] Office**
  - Ground-level understanding of the office. How's the coffee? Parking? Food? Light? Chair?
- **What to Expect in the First 90 Days**
  - Lowers uncertainty, and helps a candidate picture themselves in this new role
- **The [Brand/location/job] In Their Own Words**
  - Authenticity and loads of it
- **Career Paths Inside [Brand]**
  - Show that this isn't about a "job" but about a "career" at this company
- **A Word from the Founder/Owner/President**
  - Give a sense of the leadership driving the company. No, you can't let a marketer write this.
- **Team Spotlight**
  - Meet some of the people you'll be working with or alongside





# THE EASIEST WAYS TO CREATE CONTENT



## Some Tricks to Build Content Quickly

- Interview someone
  - Why do you work here? What do you spend time doing all day? Where will you be in a year?
- Interview someone with a video camera (you have a phone, right?)
  - Can you show me around your office, department, location?
- Ask someone to interview someone in their department
  - Get more in depth and show the technical expertise at work
- Ask ten people a simple question
  - What does your mom think you do for a living? How do you define [job area]?
- Photo essay (everyone has a phone, right?)
  - In three pictures, describe your job
- Interview the founder and don't ask them the usual questions
  - What do they eat for breakfast? What's the first and thing they do every day? What do hope everyone who works here knows?





# Promote your stories

A tree that falls in the forest has no one to tell people about it





# Reuse and recycle

No one tells a story just once



# TWO IS ONE, ONE IS NONE



## You Can't Tell People About Your Amazing Stories Enough

- **Social Media**

- Twitter has a half-life of about 18 minutes.
- Facebook has a 1-3% organic reach
- People aren't on LinkedIn all day
- So you need to post things multiple times before people see them

## You Can Tell One Story Lots of Ways

- The same story written from a different perspective
- Take three old stories and weave them into something new





# Don't forget your recruiters!

Arm them with great stories

# Recruitment



What I think I do



What my parents think I do



What my friends think I do



What clients think I do



What candidates think I do



What I really do





THANKS FOR LISTENING!

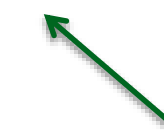


Any questions?



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Say hello!  
I'm  
delightful!  
My mom  
says so!





Thank you

