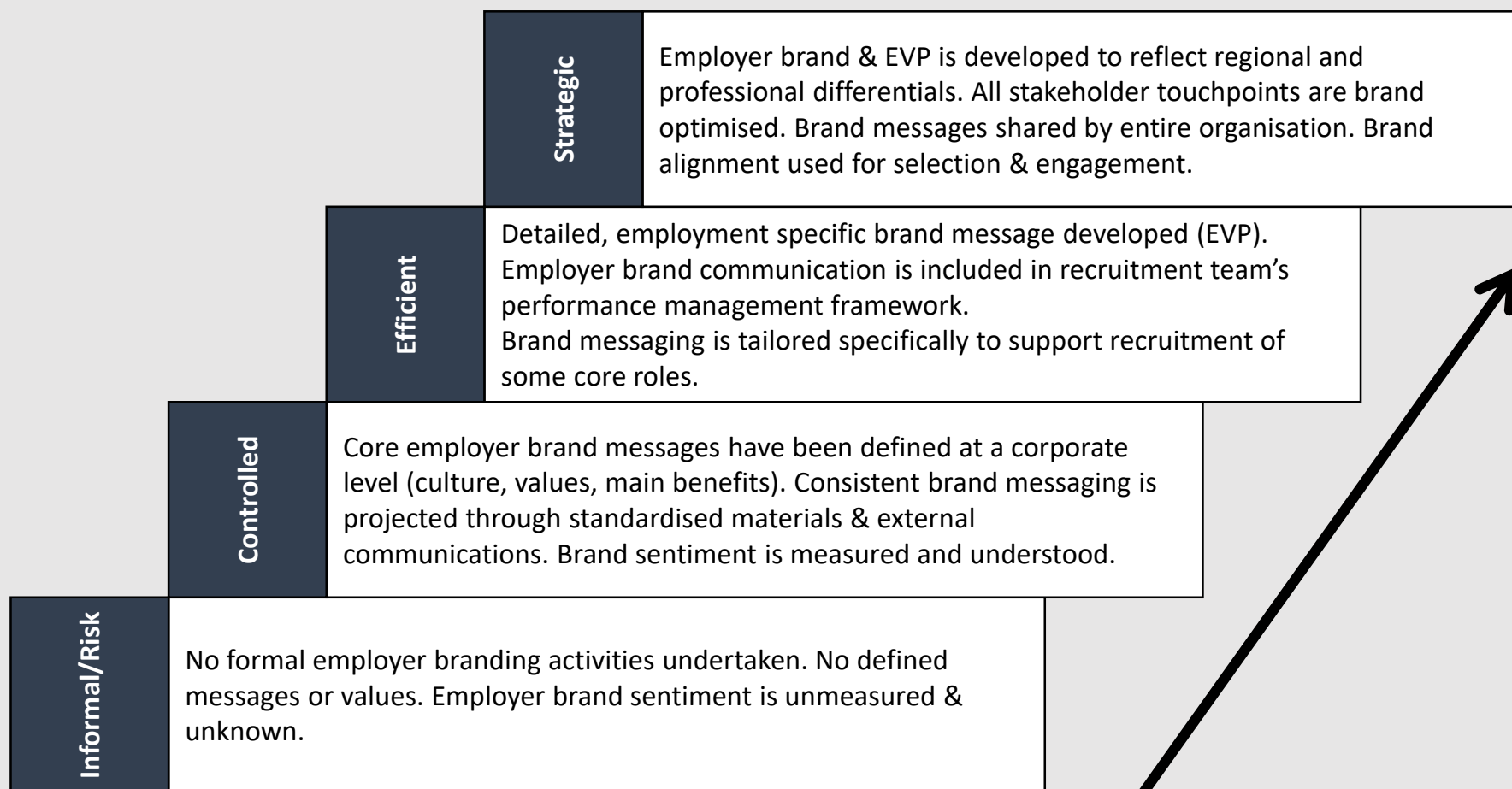


Hiring Manager persona map

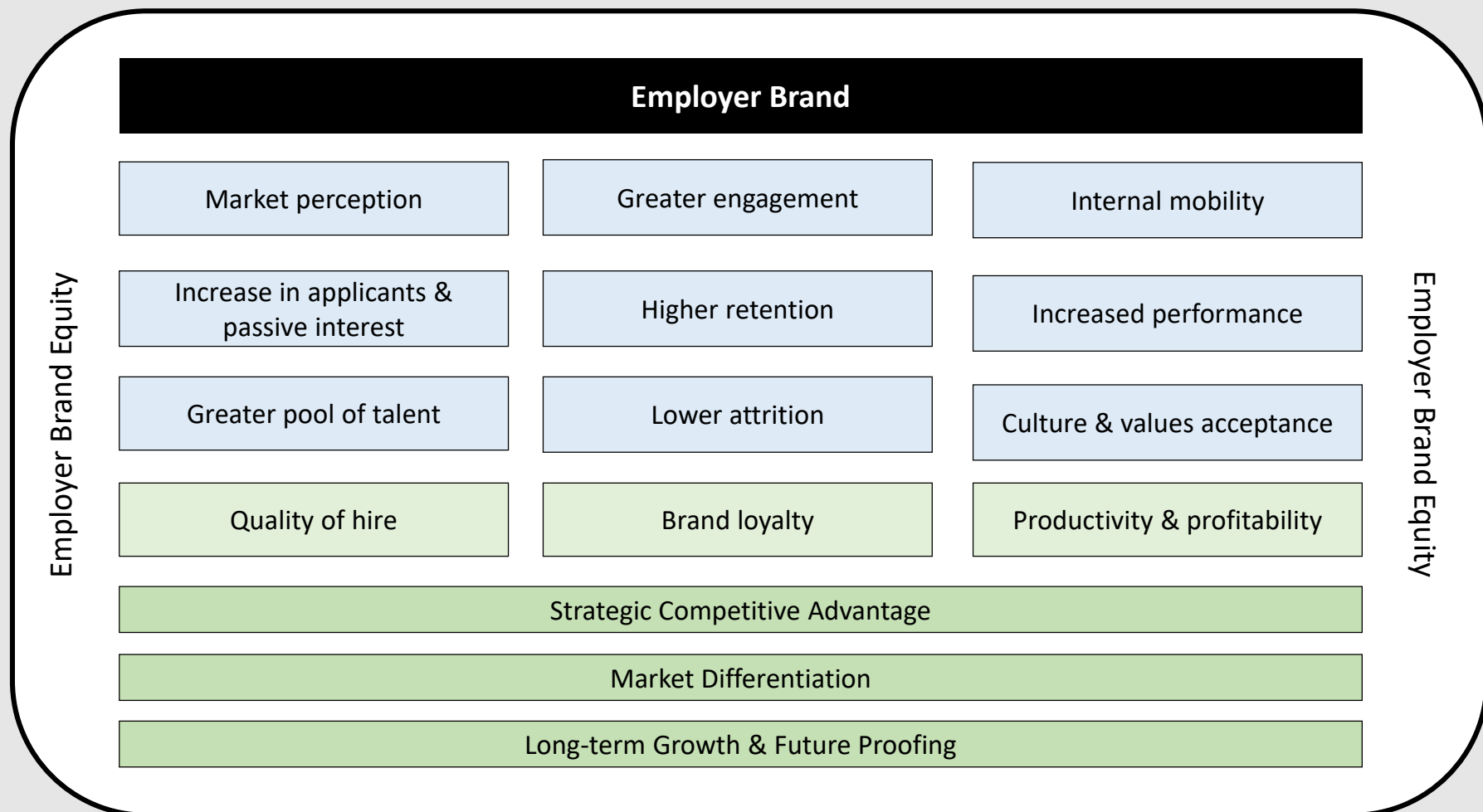


EXPERIENCE	<ul style="list-style-type: none"> ▪ How long have they been at the organisation? ▪ Why did they join the organisation? ▪ What has been their career journey?
ROLE	<ul style="list-style-type: none"> ▪ What does an average day look like? ▪ What are their key responsibilities? ▪ What is their biggest deliverable?
HIRING STYLE	<ul style="list-style-type: none"> ▪ Are they are an experienced Hiring Manager? ▪ What is their main pain point in Recruitment? ▪ What do you look for in a candidate regardless of role?
COLLABORATION	<ul style="list-style-type: none"> ▪ What support could we offer? ▪ What development areas do they need? ▪ What is their preferred communication channel?
PRESSURE POINTS	
TALENT AGENDA	
VALUE ADD	

Where's your Employer Branding at?



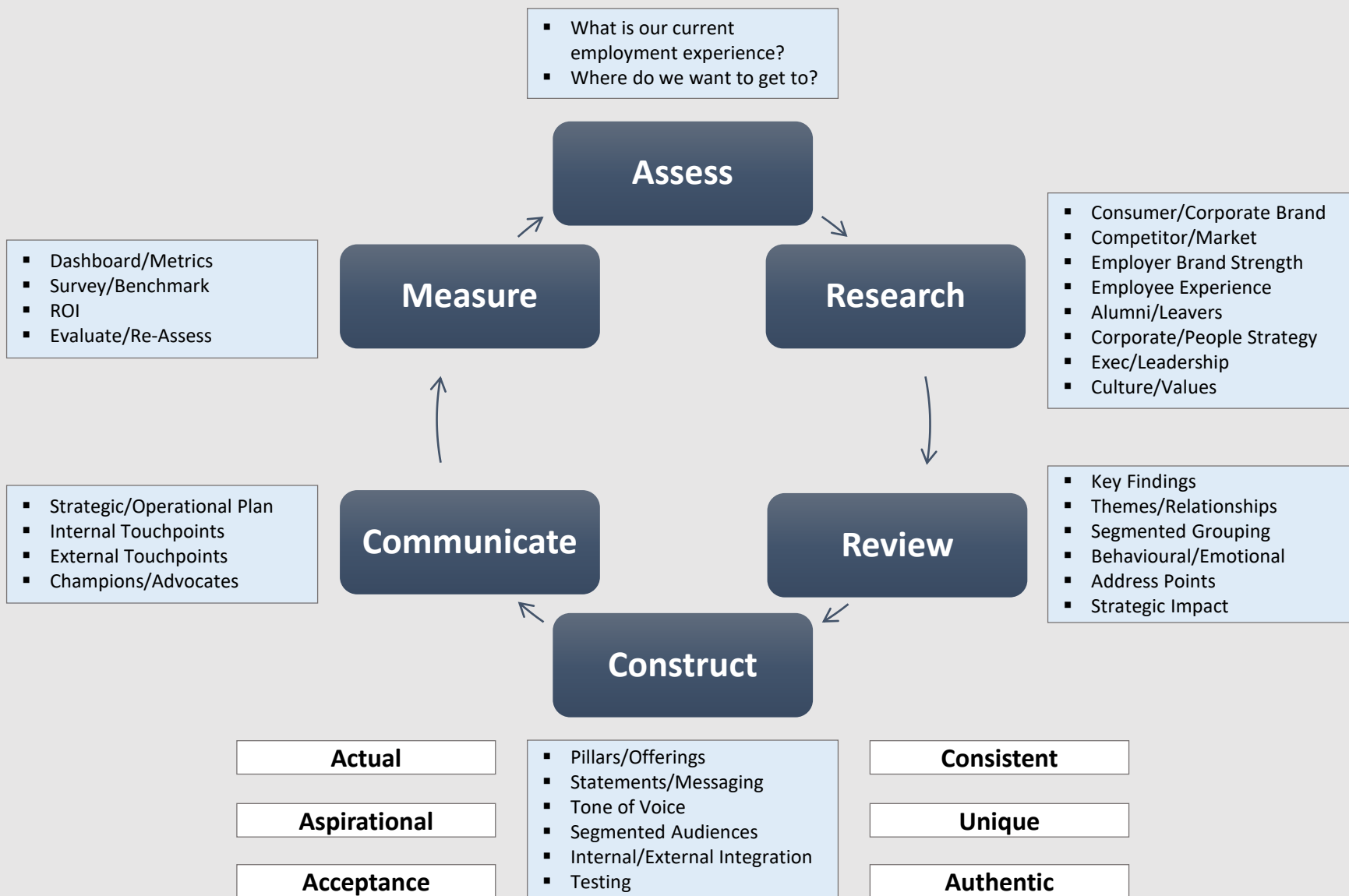
Getting buy-in from the business...illustrating the importance



Components of a People Proposition



Creating your People Proposition



Creating your People Proposition

Assess

- What is our current employment experience? *How do people feel? What do people think? What is our reputation?*
- Where do we want to get to? *What is our place in the market? What is our future organisational strategy?*

Research

- Consumer/Corporate Brand – *What does it represent? What is our reputation?*
- Competitor/Market – *Main competitors? How do you differ? Market trends?*
- Employer Brand strength – *Where is our place? Do people know about us?*
- Employee Experience – *How engaged are our people? What can we offer?*
- Alumni/Leavers – *Opinions? Do they come back?*
- Corporate/People Strategy – *What is our organisational & people outlook?*
- Exec/Leadership - *What do our CEO & HRD say?*
- Culture/Values – *What is our environment? What do we stand for?*

Actual	Aspirational	Acceptance
Consistent	Unique	Authentic

Creating your People Proposition

Review

- Key Findings – *What did you discover? What surprised you?*
- Themes/Relationships – *Were there any recurring themes? Any links between different areas?*
- Segmented Grouping – *Is it possible to break down by location/department?*
- Behavioral/Emotional – *What values/feelings were illustrated?*
- Address Points – *What do we need to fix? What are our pain points?*
- Strategic Impact – *How will it affect future plans/strategies?*

Construct

- Pillars/Offerings – *What are our offerings/benefits/whys?*
- Statements/Messaging – *What is our overall give/get?*
- Tone of Voice – *How will we speak to people?*
- Segmented Audiences – *Who are we trying to engage with?*
- Internal/External Integration – *How can we deliver in parallel?*
- Testing – *How can we assess impact and understanding?*

Actual	Aspirational	Acceptance
Consistent	Unique	Authentic

People Proposition template

Organisation Name				
Core Positioning Statement				
Pillar 1	Pillar 2	Pillar 3	Pillar 4	Pillar 5
Descriptor	Descriptor	Descriptor	Descriptor	Descriptor
Tone of Voice				

People Persona map

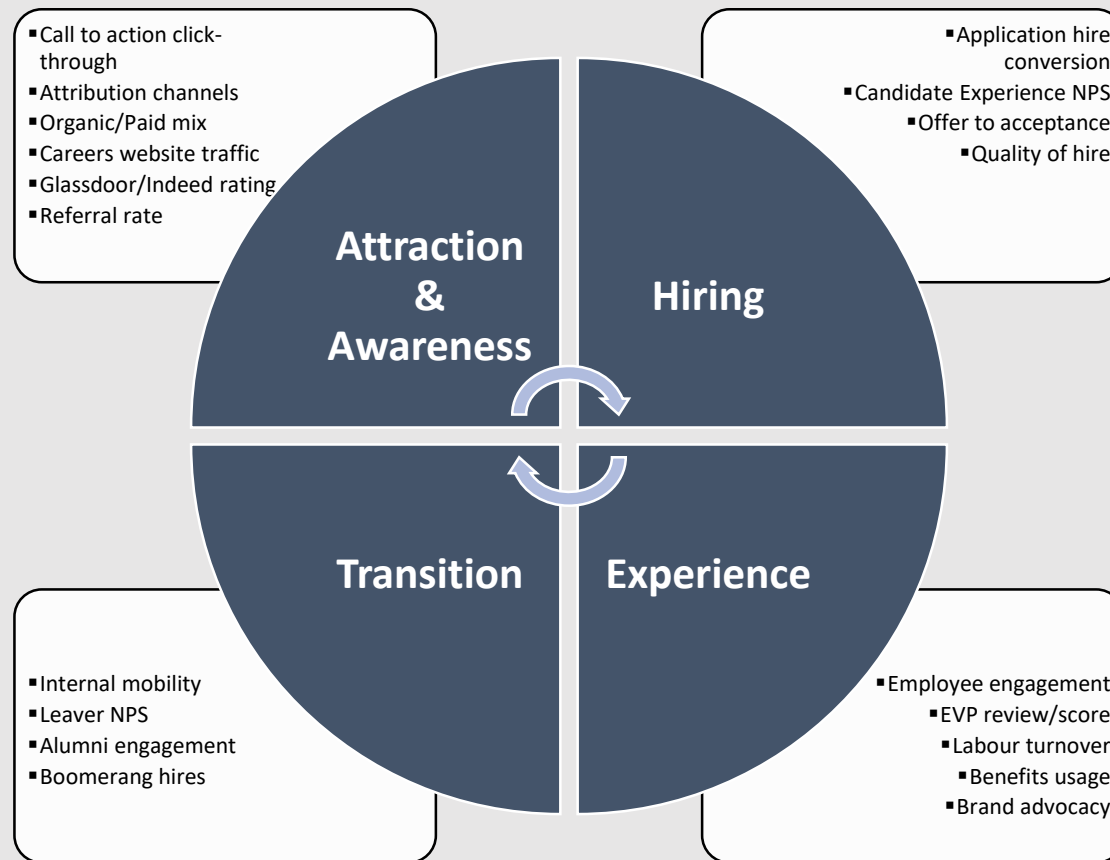
IMPORTANT: The output of this will be a view of our persona's needs, goals, feelings and behaviours that enables us to understand them in greater detail in regards to attraction and retention.

NAME	<ul style="list-style-type: none"> What is our persona called?
PERSONA CREATED FOR	<ul style="list-style-type: none"> Which role/team is this persona based on?
PERSONA STORY	<ul style="list-style-type: none"> What is the context of this persona?
ESSENTIALS	<ul style="list-style-type: none"> Demographics, Location, Education, Income

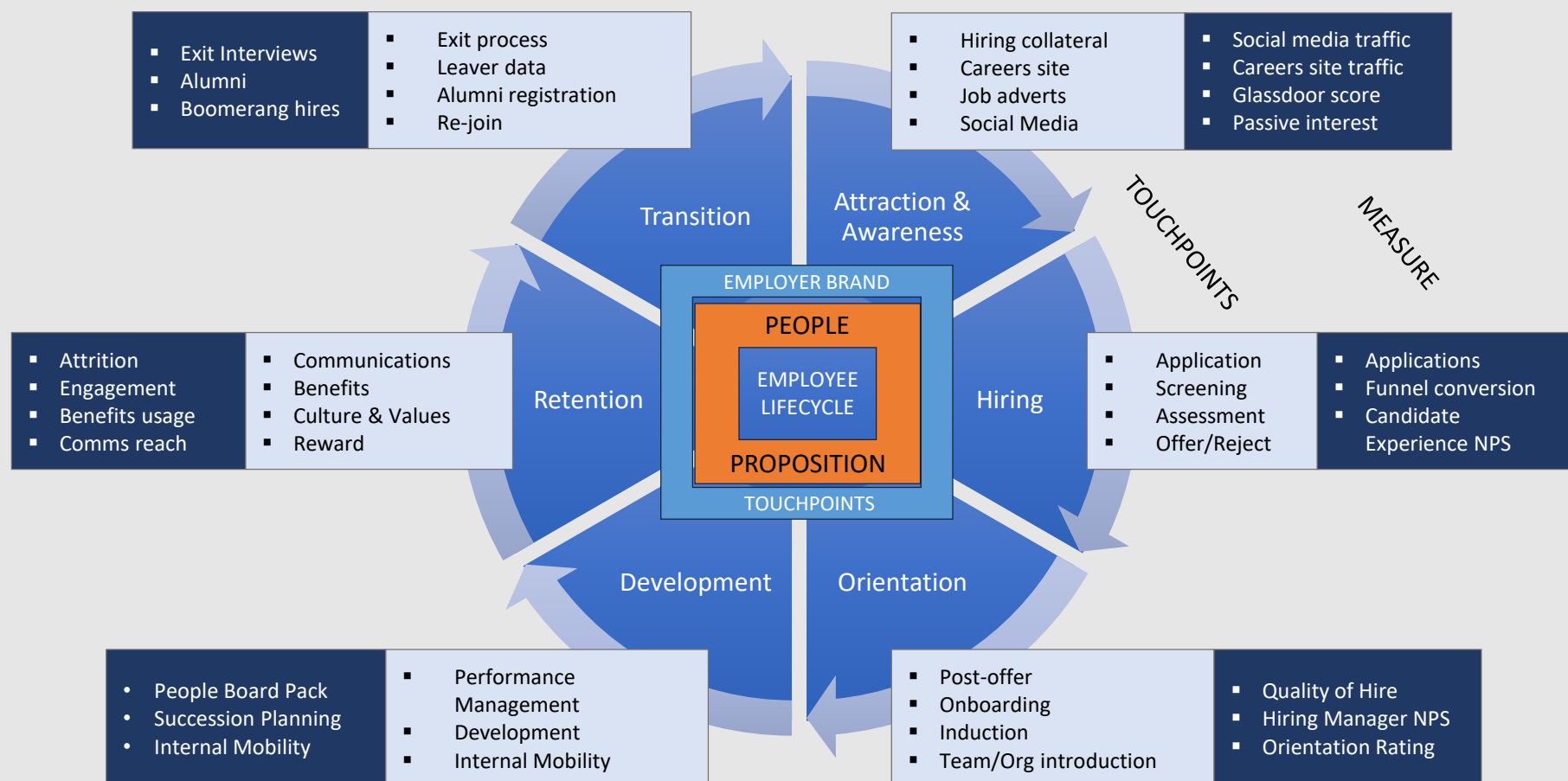
PERSONAL	<ul style="list-style-type: none"> Background Goals Motivations Values Challenges 	PROFESSIONAL	<ul style="list-style-type: none"> Background, Skills & Experience Goals Motivations Values Challenges
BEHAVIOUR	<ul style="list-style-type: none"> Online usage Social Media usage Media usage Hobbies/Interests 	JOB SEARCH	<ul style="list-style-type: none"> Preferred channels Preferred communication Preferred application method Market Challenges/Pressures

How do you measure Employer Brand?

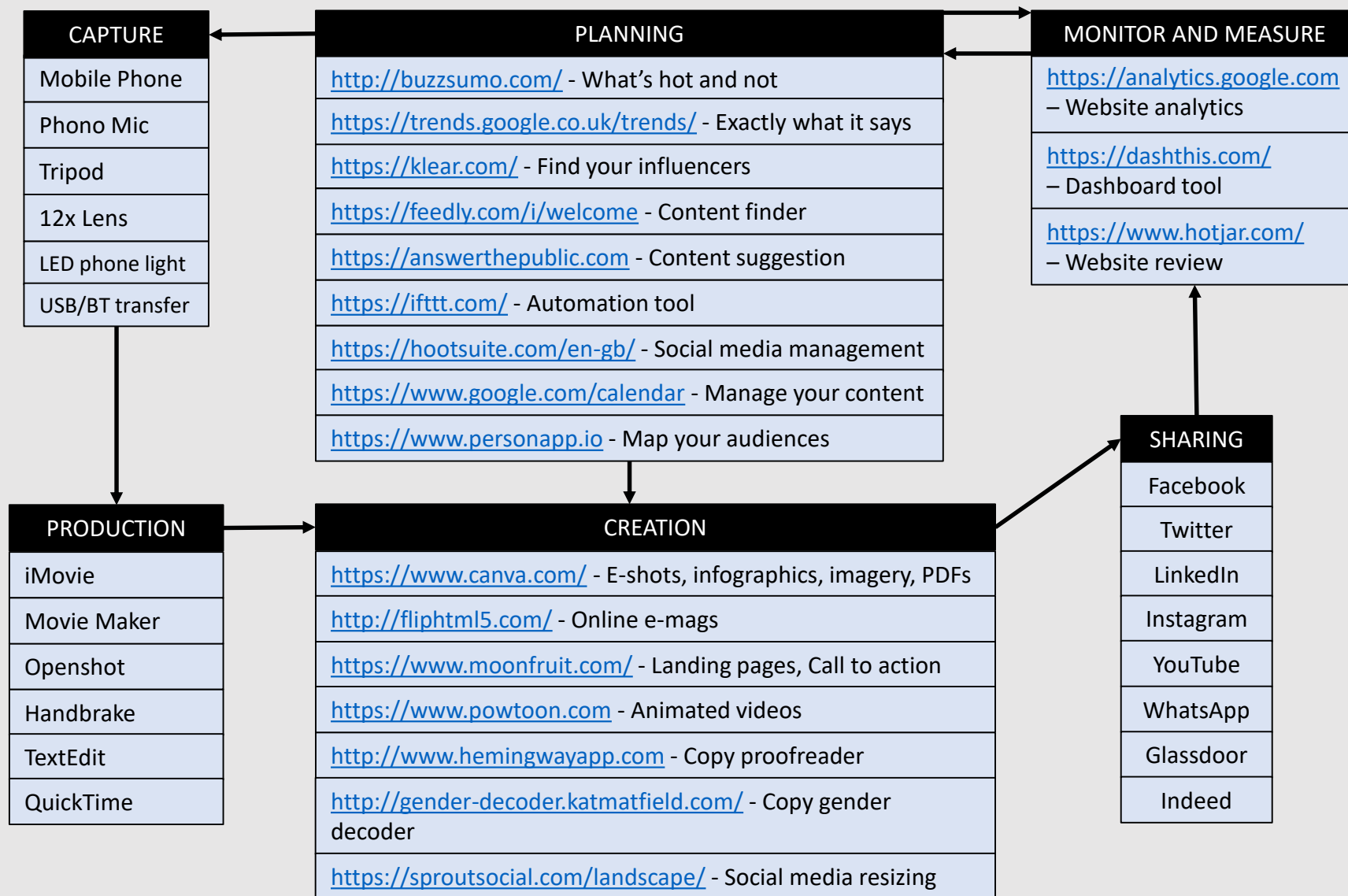
Each one of these metrics are a valid indicator to tell you how your employer brand is affecting your organisation and ultimately illustrating where you are seeing a clear ROI. Remember, each activity needs to have a positive effect on our people and our overall organisational strategy to not only improve how we hire and retain but to ensure employer branding remains a strategic activity.



How is your Employer Brand communicated?



Your Recruitment Marketing toolbox...£85/\$115/€96 a month



Recruitment Content Marketing Index

Social Channel	
LinkedIn	Facebook
Twitter	Instagram
Instagram	Snapchat
Pinterest	YouTube
Vimeo	Slack
WhatsApp	Google+

Social Cheatsheet
LinkedIn – 3168 pixels x 2112 pixels
Twitter – 2048 pixels x 1024 pixels
Facebook – 2400 pixels x 1260 pixels
Instagram – 2160 pixels x pixels
YouTube – 1280 pixels x 720 pixels (HD)

Content Type	
Advert	Video
Website	E-shot
Infographic	Podcast
GIF	Guide
Template	Meme
Whitepaper	Blog

Content Context examples			
Job Advert (copy)	Video Job Advert	Employee Profile	Employee Testimonial
Career Advice	FAQs	Benefits	EVP/Pillars

Campaign Type
Organic
Paid

Where are your people at?

When activating an Employee Brand Advocacy programme it's always really important to gauge where your people are at in their own emotional journey in your organisation.

