

Tajne uspješne Employer Branding strategije

19. travanj 2018



Kristina Martić

Head of Marketing & Employer Branding, TalentLyft
Recruitment Marketing Certified Professional

Sadržaj

1.

Što je *Employer Branding*?

2.

Važnost *Employer Brand-a*

3.

Planiranje *Employer Branding* strategije

4.

Implementacija *Employer Branding* strategije

1. Definiranje ciljeva
2. Definiranje idealnog kandidata
3. Definiranje propozicijskih vrijednosti ili EVP
4. *Candidate journey* i *touch-points*
5. *Storytelling- Inbound recruiting* i kreiranje kvalitetnog sadržaja
6. Metode i kanali komunikacije i promocije *Employer Brand-a*
7. Mjerenje učinkovitosti *employer branding* strategije (*HR Analytics & Data- driven recruiting*)

5.

Uloga regrutacijski alata u *Employer Branding-u*

Što je Employer Branding?

Što je *Employer Branding*?

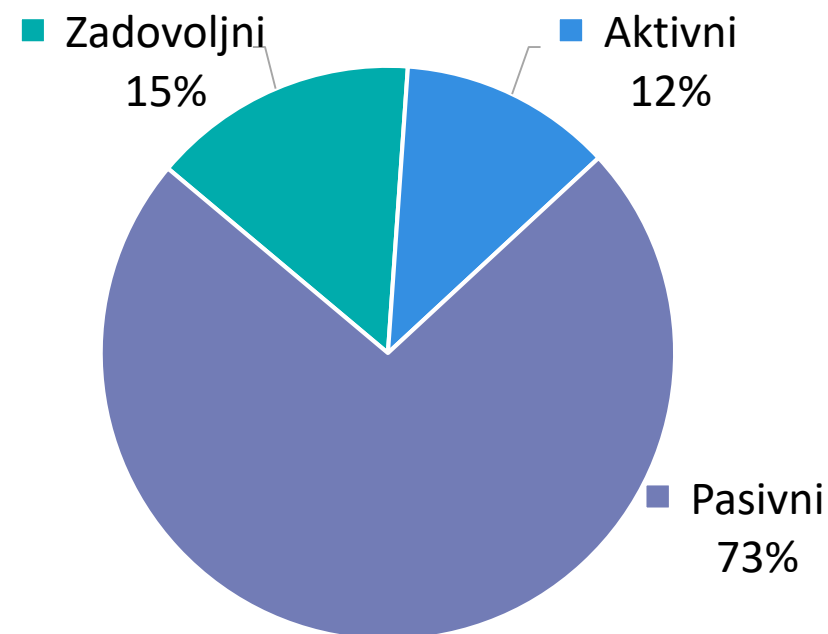
***Employer branding** je proces promoviranja tvrtke kao poželjnog poslodavca prema prethodno definiranim idealnim kandidatima (**candidate persona**). Taj proces obuhvaća različite metode komunikacije vaših propozicijskih vrijednosti (**employee value proposition**) putem raznih online i offline kanala (**candidate touch-points**).*



Zašto je Employer Brand toliko važan?

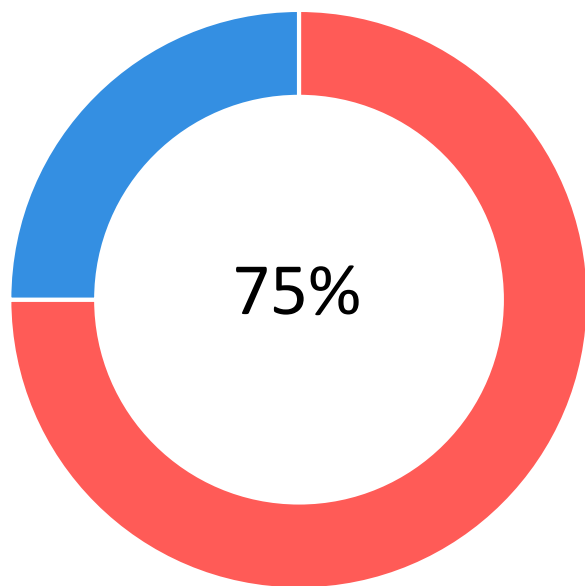
Važnost *Employer Brand-a*: trenutna situacija na tržištu rada

- Zadovoljstvo zaposlenika i **niže stope nezaposlenosti**
- Karakteristike ljudske snage- **milenijalci**
- Zahtjevi i **očekivanja kandidata** i zaposlenika
- **Pasivni tragači** poslova
- Ponašanje kandidata i **postupak pronalaženja poslova**
- **Konkurencija** i *“The War for Talent”*
- Razvoj **tehnologije**

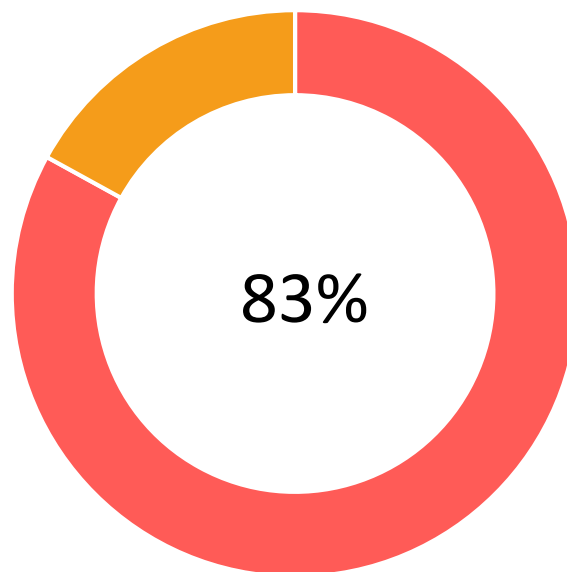


Source: LinkedIn

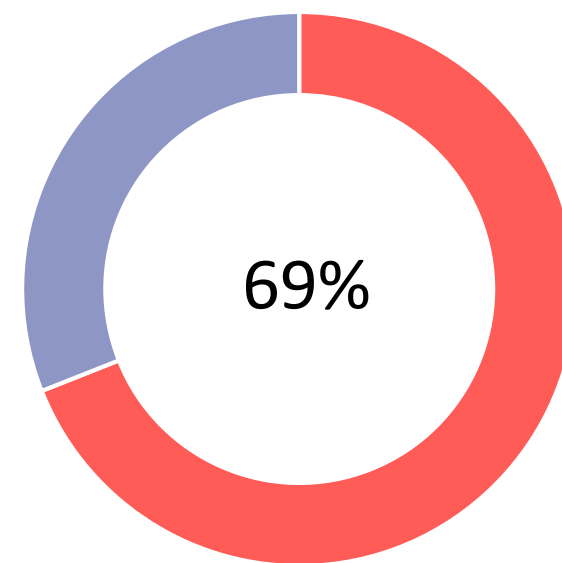
Važnost *Employer Brand-a* za **privlačenje kandidata**



...kandidata istražuje o reputaciji i *Employer Brand-u* tvrtke prije nego se prijave za posao

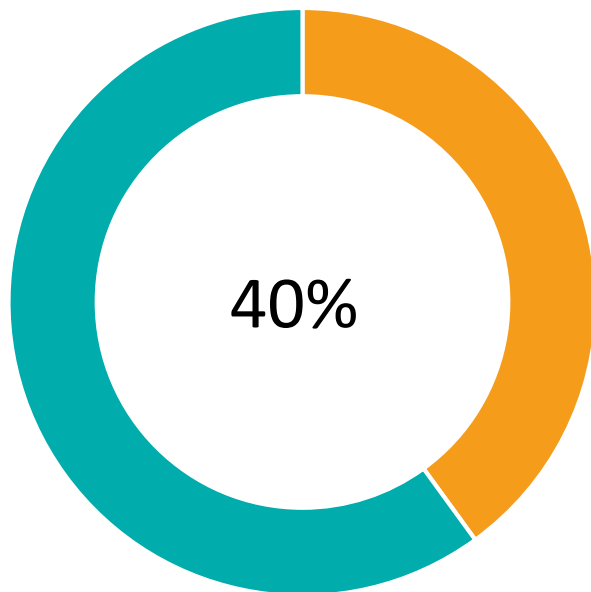


...poslodavaca se slaže da *Employer Brand* ima veliki utjecaj na mogućnost zapošljavanja talenata

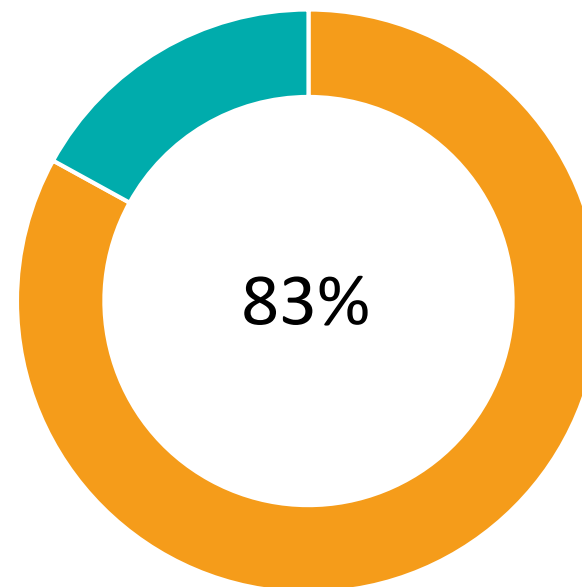


...kandidata ne bi prihvatilo posao u tvrtki s lošom reputacijom čak i kada ne bi imali posao

Važnost *Employer Brand*-a za **zadržavanje zaposlenika**



...manje zaposlenika odlazi iz tvrtki koje imaju izgrađen Employer Brand nakon prvih 6 mjeseci rada

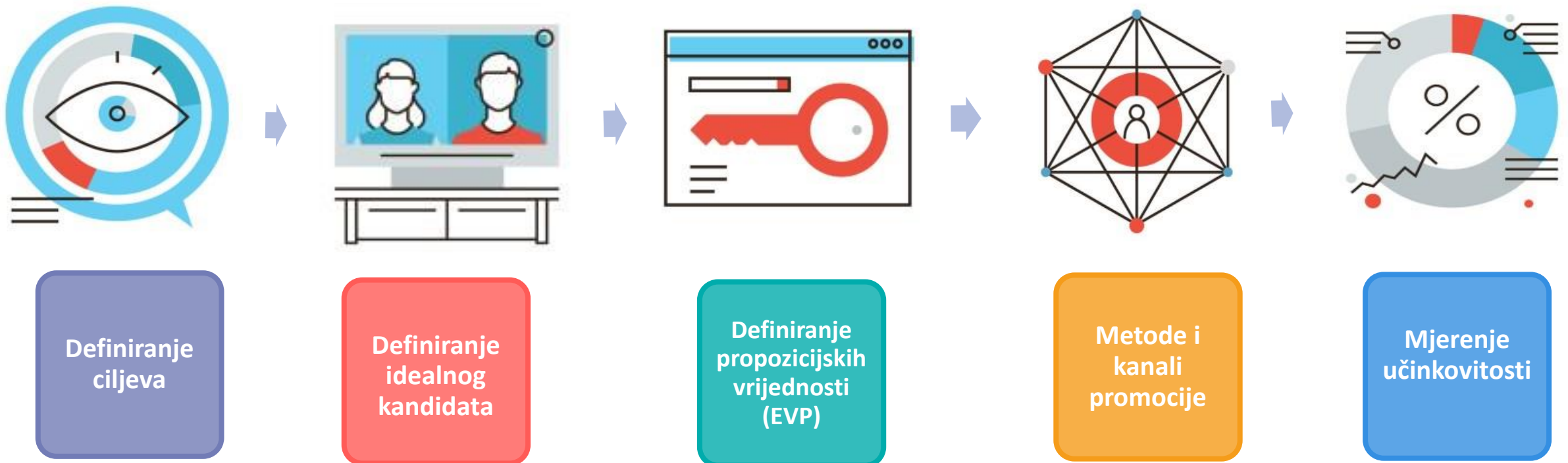


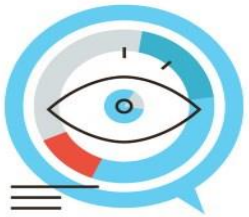
...kandidata bi otišlo sa sadašnjih pozicija u slučaju ponude tvrtke sa boljom reputacijom i kulturom

The background is a collage of various business professionals, including men and women in suits, smiling and working. A large, semi-transparent red rectangle is overlaid in the center, containing the main text. In the bottom right corner, there is a close-up of a hand with fingers curled, as if holding or pointing. At the very bottom, there is a horizontal bar with segments of blue, teal, red, and orange.

***Kako planirati i implementirati
Employer Branding strategiju?***

Planiranje i implementacija *Employer Branding* strategije





Definiranje ciljeva



- Definiranje mjerljivih ciljeva je ključno za uspjeh svake Employer Branding kampanje
- Ciljevi ovise o problemima s kojima se trenutno susrećete
- U definiranje ciljeva trebali bi biti uključeni i ostali timovi vaše tvrtke (na primjer: IT, marketing, PR...)

Primjeri *Employer Branding* ciljeva

Povećati online prisutnost *Employer Brand*-a za X%

Povećati broj prijava kvalificiranih kandidata za X%

Skratiti *time-to-hire* za X%

Smanjiti *cost-per-hire* za X%

Povećati *candidate engagement* za X%

Povećati *offer acceptance rate* za X%

Unaprijediti *candidate experience*



Definiranje **idealnog kandidata** (*candidate persona*)



- Definicija *candidate persone*
 - Polu-fikcijska reprezentacija vašeg idealnog kandidata
- Karakteristike, vještine i osobine kandidata idealnog za vašu organizacijsku kulturu i radno mjesto
- Mogućnost personaliziranih *Employer Branding* kampanja usmjerenih prema targetiranim kandidatima



💡 Tip: Preuzmite naš [vodič za definiranje Candidate Persona-e](#)

Definiranje idealnog candidate (*candidate persona*)



BIO  Tko je vaš idealni kandidat? • Dob • Pozicija • Titula • Plaća • Lokacija • Edukacija • Iskustvo • Društvena pozadina	CILJEVI  Zašto bi promijenili posao? • Životni ciljevi • Inspiracije u karijeri	POTRAGA ZA POSLOM  Kako traže i apliciraju na posao? • Aktivni/pasivni • Mobitel, desktop, tablet, poznanstva	OSOBNOST  Koje su im glavne osobine? • Što bi njihova psihometrička analiza pokazala?	MOTIVACIJA  Što ih motivira? • Reputacija tvrtke • Misija i vizija tvrtke • Vrijednosti i norme • Organizacijska kultura • Plaća • Projekti i inovacije • Radna okolina • Učenje • Beneficije • Kolege i menadžeri
INFLUENCERI  Tko će imati utjecaja na njihovu odluku? • Prijatelji i obitelj • Partneri • Sadašnji poslodavac i kolege • HR menadžer, regruter, CEO • Budući poslodavac i kolege		SADRŽAJ I RESURSI  Kojim i čijim informacijama će vjerovati? • Oglasi i opisi poslova na job boardovima • Društvene mreže • Stranica karijera i stranica tvrtke • Ocjene sadašnjih zaposlanika, menadžeri • Edukacijske i informativne radionice		



Definiranje **propozicijskih vrijednosti (EVP)**



- Skup vrijednosti koje vi, kao poslodavac, pružate svojim zaposlenicima
- Odgovara na pitanje kandidata:
“Zašto bih izabrao baš vas kao svog sljedećeg poslodavca?”
- Važno je biti iskren, realan i ne uljepšavati stvarnu situaciju



Elementi propozicijskih vrijednosti tvrtke (EVP)



Kompenzacija

- Zadovoljstvo plaćama
- Povišice i unaprjeđenje
- Točnost
- Pravednost
- Sistem evaluacije



Beneficije

- Slobodno vrijeme
- Praznici
- Osiguranja
- Mirovine
- Obrazovanje
- Fleksibilnost
- Obitelj



Karijera

- Mogućnost napretka
- Stabilnost
- Trening i edukacija
- Razvoj karijere
- Školovanje
- Savjetovanje
- Evaluacija i feedback



Radna okolina

- Priznanje
- Autonomija
- Osobni utjecaj
- Balans privatnog i poslovnog života
- Izazovi
- Razumijevanje uloge



Kultura

- Razumijevanje strategije i ciljeva
- Kolege
- Vođe i menađeri
- Podrška poslodavca
- Kolaboracija/ Dinamika i timski rad
- Društvena odgovornost
- Povjerenje

Definiranje **propozicijskih vrijednosti (EVP)**



? Pitanja za sadašnje zaposlenike

- Što vam je najvažnije kada se radi poslu/karijeri?
- Na koji način XYZ pridonosi tome?
- Na koji način XYZ ne pridonosi?
- Što vas je privuklo da se prijavite i radite za XYZ?
- Što vas motivira da ostanete?
- Jesu li se vaša očekivanja ispunila?
- Koja je vaša omiljena priča o radu za XYZ?
- Biste li preporučili nas kao poslodavca? Zašto?

? Pitanja za pasivne kandidate

- Kada razmišljate o tvrtkama koje zapošljavaju ljude s vašim karakteristikama, znanjem i iskustvom, koje tvrtke vam padnu na pamet?
- Koliko ste upoznati s XYZ kao poslodavcem?
- Biste li se ikada prijavili na natječaj s XYZ?
- Na koji način sada doživljavate XYZ kao poslodavca?
- Koje su vam najvažnije značajke koje vam radna pozicija može ponuditi? Na temelju sadašnjeg znanja o XYZ, čemu mislite da bismo mi mogli pridonijeti?

💡 Tip: Iskoristite naše predloške upitnika za [Employer Branding](#) i [Employee Value Proposition](#)

Inbound Recruiting



- Kreiranje i distribucija kvalitetnog i relevantnog sadržaja s ciljem privlačenja ljudske snage i izgradnje kvalitetnog *talent pool-a*
- Primjeri *inbound recruiting* sadržaja:
 - Vodiči
 - Savjeti za karijeru
 - Online webinar
 - Vijesti iz tvrtke i industrije
 - Otvorene pozicije
 - Događanja i radionice
 - Priče zaposlenika
 - Uspjesi i razvoj karijere zaposlenika
 - Dan u X
 - Trenutni projekti
 - ...

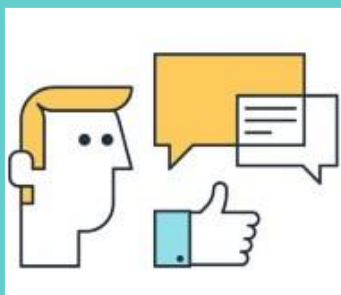
5 pravila kvalitetnog recruiting sadržaja				
Razgovorni ton	Kratko i jednostavno	Vizuali	Korisni savjeti i informacije	CAT (<i>call to action</i>)
Piši kao što pričaš i budi <i>friendly</i>	Jednostavne i to-the-point objave. Nitko ne voli puno čitati!	Slike, albumi fotografije, videa (naglasak na videu!)	<i>Tips and tricks!</i> Ponudi nešto korisno.	Pitanje na kraju kako bi potakli <i>engagement</i> , ili CAT

The background is a collage of various business professionals, including men and women in suits, smiling and working. A large, semi-transparent red rectangle is overlaid in the center, containing the main text. In the bottom right corner, there is a close-up of a hand pointing upwards. At the very bottom, there is a horizontal bar with segments of blue, teal, red, and orange.

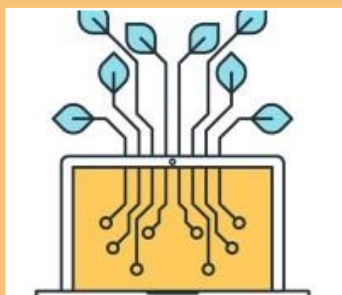
Gdje i kako promovirati Employer Brand?



Metode i kanali promocije *Employer Brand-a*



Društvene mreže



Stranica karijera



Sadašnji
zaposlenici



Predavanja i
radionice



Video recruiting



Oglašavanje i
opisi poslova



Odnosi s
kandidatima



Proces prijave

Društvene mreže



Rimac Automobili
@RimacAutomobili

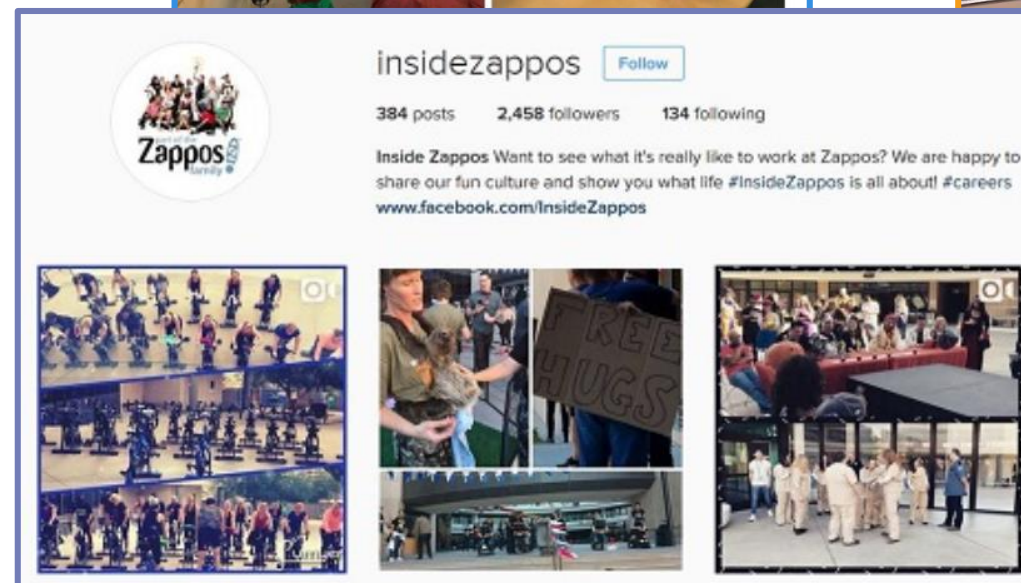
Početna
Info
Objave
Fotografije
Videozapisi
Instagram
Twitter
Zajednica
YouTube
Jobs



Svida mi se Prati Podijeli

Pogledajte videozapis

Open Application Sveta Nedelja, Croatia	Details
Prakse/Internship Sveta Nedelja, Croatia	Details
Functional Safety Manager (ISO 26262) Sv. Nedelja, Croatia	Details
Tehničar za testiranje (m/z) Sveta Nedelja, Croatia	Details
Concept Engineer (m/f) Sveta Nedelja, Croatia	Details
ME Integrator (m/f) Sveta Nedelja, Croatia	Details
MobileApp Developer (m/f) Sveta Nedelja, Croatia	Details



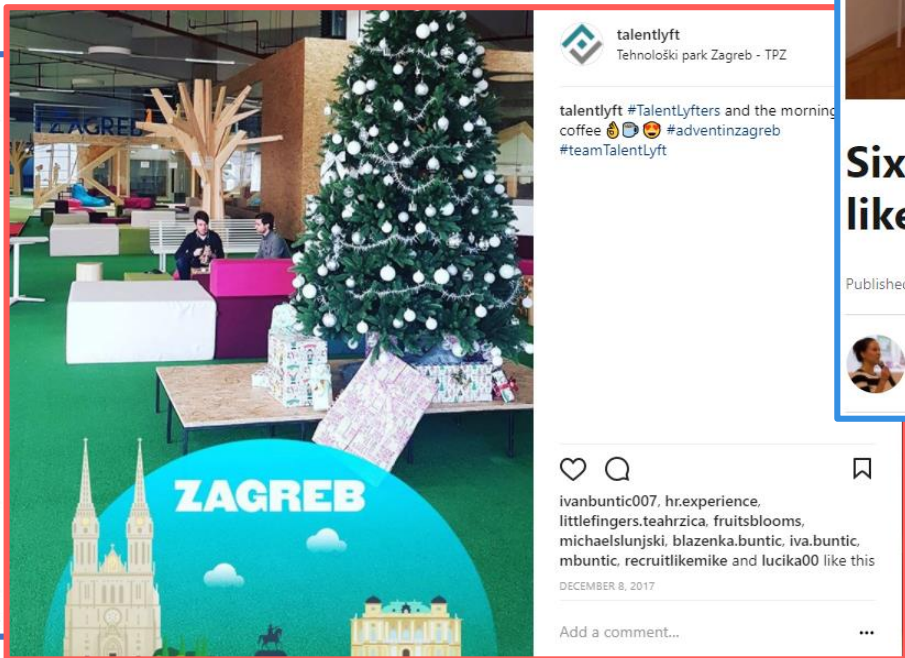
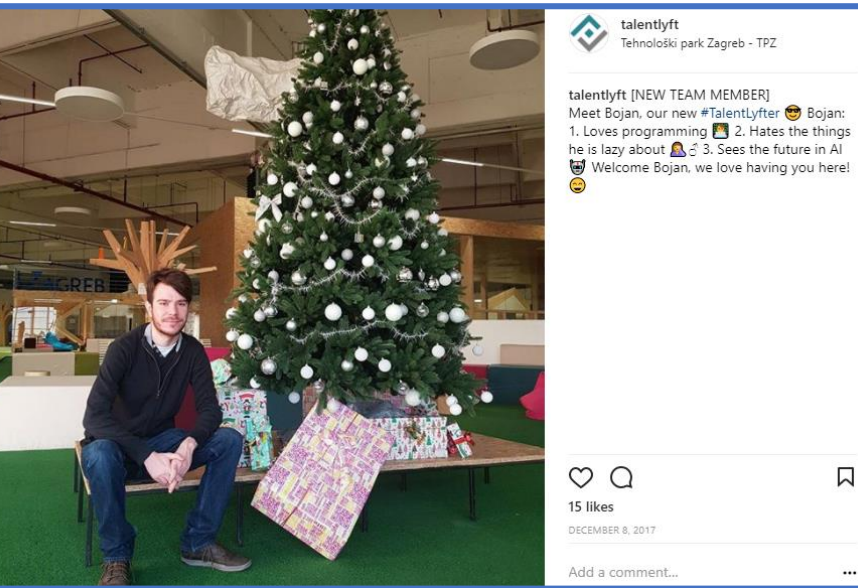


Six months into my new job: What is like to be a TalentLyfter

Published on December 17, 2017 | [Edit article](#) | [View stats](#)

Kristina Martić
Digital Marketing Marketing Strategy Recruitment M...
16 articles

211 19 2



Stranice karijera



HOME BLOG PORTFOLIO SERVICES ABOUT CONTACT

All Magento Magento 2 eCommerce Talk Online Marketing Dev Talk Life at Inchoo

Getting a job at Inchoo – and what are we looking for

By: Dunja Vorkapic, Dec 02, 2016 Life at Inchoo





One of the famous mysteries that troubles many people is how to write a successful CV, and there are plenty of articles on how to write a successful CV, for employers. But, are these tips always applicable and applying to? As a part of the human resources team at Inchoo, we can be useful when applying for a job at Inchoo.

Selection Process.

We're re-vamping what we do all over the business. Recruitment and selection is no different. Our new approach is designed to make the process work best for both you and us – it's more than a way for us to assess you and your talents. It's how we can discover whether we're right for each other.

1

Is Three right for me?

2

Am I right for Three?

✕

Video Interview.

We'll then arrange a short video interview – featuring just one or two questions. It's a great way to get a sense of your qualities and communication skills. It will also give you more insight into life at Three and the skills we look for.

4

Telephone Assessment.

5

In Store Assessment.

6

Offer.

MARKS & SPENCER EMPLOYEES DISCUSS WITH YOU

 Ask a question

FILTER BY KEYWORD(S)

Ok

FILTER BY JOB CATEGORIES

Accounting, Audit & Financial Mgt (2)

Advertising & Entertainment (2)

Food & Beverages (1)

Human Resources (4)

+ More job categories

FILTER BY EDUCATION

Accounting (1)

Art and Design (1)

Economics (2)

Languages (1)

 Browse and filter Insiders

20 Insiders



Hannah G.

SENIOR PENSIONS ADMINISTRATOR

"From customer assistant to senior pensions administrator"

About Hannah

Ask me a question



Helen A.

RESOURCE & SUCCESSION CONSULTANT

"I ensure we develop & recruit talented individuals for Section Manager positions"

About Helen

Ask me a question



Peter W.

LEAD PRODUCT/SERVICE DESIGNER

"Learn as much as you can"

About Peter

Ask me a question



Amy F.

SCRUM MASTER

"Travelling to Silicon Valley to launch a cool new app"

About Amy

Ask me a question

Career blog: Hootsuite



11 Interview Tips from Hootsuite Recruiters

Thinking about applying to Hootsuite or nervously awaiting your scheduled interview? We asked five of our in-house recruiters for their top...

 Hootsuite Careers
Feb 7



Hootsuite's approach to wellness: Q&A with Angela Wright, head of total rewards

At Hootsuite, we take a progressive approach to workplace wellness by building programs that aim to support employees both at work and...

 Hootsuite Careers
Jan 25



What a hackathon is like when you're not a developer

From where I was standing, hackathons were events dedicated to developing new software technologies — by developers solely. Hootsuite...

 Gabriela Deleanu
Dec 21, 2017



5 Minutes With Michaela Hawksley — Customer Success Manager

Michaela has been with Hootsuite for three years. Initially starting in a sales role, she's now a senior customer success manager. I caught...

 Hootsuite Careers
Dec 6, 2017



Why Hootsuite Is Building A Learning Community

Hootsuite has experienced tremendous growth over the past five years. When you're in growth mode and scaling globally, it's critical that...

 Heidi Rolston
Nov 28, 2017



Inside Hootsuite London

Ever wondered what it's like to work at Hootsuite's London office? Take a step inside our London HQ and find out what it's like to live the...

 Hootsuite Careers
Nov 10, 2017



Hootsuite Hamburg: Get to know Markus, sales director DACH

Our Hamburg office first opened in January 2015, and has been growing ever since! We were able to catch up with Markus to ask him a few...

 Hootsuite Careers
Mar 22



Never saw myself working in tech 'til I spent a week at Hootsuite

My week at Hootsuite was truly unforgettable and my expectations surpassed. Recently, I had the opportunity to take part in a work...

 Sheetal Goyal
Mar 7



5 Minutes With Tyler Faust—Corporate Account Executive

Tyler moved to the UK from Atlanta, Georgia in the USA. He is a part of the



How Hootsuite enabled me to choose Career AND Family

I am a mom. I am also an HR/recruiting professional. Prior to having my



4 Reasons to Work at Hootsuite

Like other great companies before us, we at Hootsuite discovered that culture

Predavanja i radionice



Jelena Orsolich

Recruitment Specialist at VIPnet d.o.o., Psychologist
14h

How to write an effective resume, what questions to prepare before a job interview and what to expect throughout the entire hiring process? Those and many other were the questions we answered on a „Career start workshop powered by [VIPnet d.o.o.](#)“ that we hosted yesterday for students of the Faculty of Science, Department of Mathematics.



24 Likes · 1 Comment



Microsoft Life added an event.

September 13, 2017 ·

Want to learn more about why employees love working at the company? Looking to get a foot in the door? We want to help!

Tune in at 10 am PST on Monday, September 18, for a LIVE interview with several Microsoft recruiters. Listen in as they cover why our changing culture is making it one of the most attractive times to join Microsoft. They'll share tips and tricks on how to connect and how to make the most of a career fair.

We'll be taking questions before the event. Let us know below and we might just answer your question live!

We'll see you then!

A job at Microsoft?

LIVE

Why now's the time to join

10 a.m. PST, Monday, Sept. 18



SEP

18

Microsoft Careers LIVE!

Mon 10 AM PDT · Facebook Live event on Micro...
961 people interested

★ Interested

Like

Comment

192



Infinum dodaje događaj.

23. ožujka u 7:52 ·

Are you ready for the next Android Talks?

This time our first speaker is David from Zero Molecule. He is going to tell us about his adventure with React Native - what are its benefits and flaws, should we even use it?

Next up, Matej from Rimac Automobili is going deep with custom views - how to make them rich, powerful and fast.

As always, there will be beer and delicious pizza.

For more details visit <https://infinum.co/our-stuff/android-talks>.



TRA

5

Infinum Android Talks #29

čet 18:00 · Infinum (Zagreb office) · Zagreb
Zanima 72 osobe

★ Zan



Infinum Academy

Infinum Academy is a free training course where we teach students the art of screen design and development.



Development

modern
ologies.



Design

Learn how to create immersive
digital experiences for mobile and
web.



symphony.is

1 mo.

Mostar, we're coming! Next Saturday at 1 PM our very own Damir will take the stand and talk about Hibernate with a special focus on migrations, deployments, and optimizations. Get all the details below and we'll see you soon!



Backend Edition
10.3.2018 @1PM, SPARK

SPARK.

Hera

symphony

SPARK

SPARK Tech Meetup #7 - Backend Edition

facebook.com

23 Likes

Video recruiting



- Za što se sve video koristi u regrutaciji i HR-u?
 - Stranice karijera
 - Otvorene pozicije i opisi poslova
 - Komunikacija s kandidatima
 - Video intervjui
 - Društvene mreže



💡 Tip: Isprobajte [Covideo](#)- video communication alat naših partnera

Primjer: tjedan *recruiting* sadržaja



	Ponedjeljak	Utorak	Srijeda	Četvrtak	Petak
Objava	Ponosni što je (ime tvrtke) izabrana za najboljeg poslodavca u 2018. godini...	PAŽNJA: Voliš li razvijati proizvode s karakteristikama koje nisu svakodnevica? Da? Onda si Front- end Developer kojeg želimo!	Ljudi iz naših Sales i Marketing odjela ključni su za rast i razvoj naše tvrtke. Evo njihovih priča o tome što ih usređuje kao zaposlenike (ime tvrtke)	Software developer si i želiš naučiti o novim tehnologijama? (naziv tvrtke) organizira besplatni event/webinar o najnovijim tehnologijama i trendovima u (područje). Prijavi se danas!	FRIDAY FUN: Evo zašto ja volim biti dio (naziv tvrtke)! - Izjave zaposlenika - Izjave HRovaca - Izjave <i>senior managera</i>
Vrsta sadržaja	Novosti	Otvorena pozicija	Priče zaposlenika	<i>Event registration</i>	Fotografije
Target grupa	Svi potencijalni aktivni i pasivni kandidati	Front- end Developeri	Prodavači i marketingaši	Software developeri	Svi potencijalni aktivni i pasivni kandidati
Kanali objave	Blog tvrtke, blog na stranici karijera, društvene mreže, profili zaposlenika...	Stranica karijera, društvene mreže, job bordovi za developere	Timski blog, društvene mreže, stranica karijera, profili zaposlenika	Društvene mreže, stranica karijera, lokalni tech portali	Društveni mediji

The background is a collage of various business professionals, including men and women in suits, smiling and working. A large, semi-transparent red rectangle is overlaid in the center, containing the main text. In the bottom right corner, there is a close-up of a hand pointing upwards with the index finger. At the very bottom, there is a horizontal bar with segments of different colors: purple, blue, teal, red, and orange.

Kako mjeriti uspješnost Employer Branding strategije?



Mjerenje učinkovitosti



*“If you don’t measure it,
You can’t improve it!”*



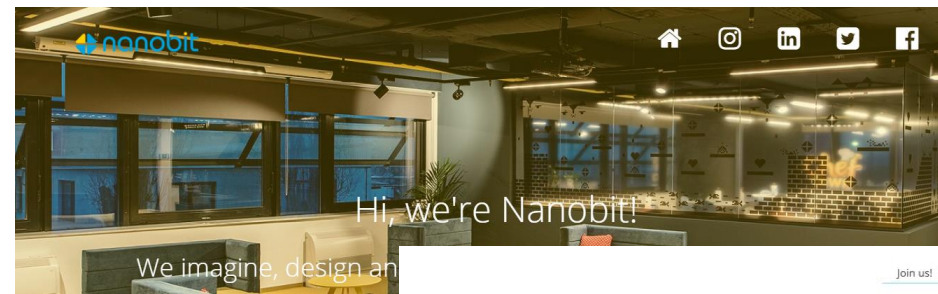
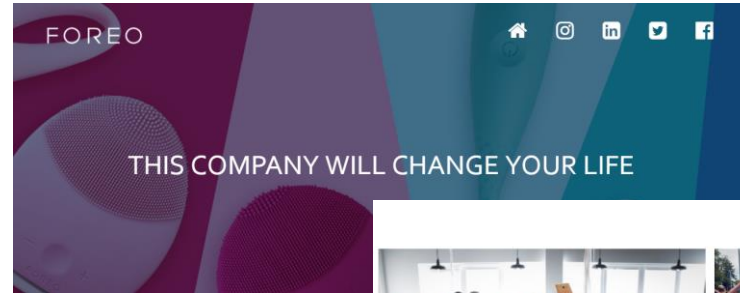
The background is a collage of various business professionals, including men and women in suits, some smiling, some looking serious. A large, semi-transparent red rectangle is overlaid in the center, containing the title text. In the bottom right corner, there is a close-up of a hand pointing upwards. At the very bottom, there is a horizontal bar with five colored segments: purple, blue, teal, red, and orange.

Koja je uloga HR softvera u Employer Branding-u?

Kako pomažu softveri za zapošljavanje?



- Privlačnije **stranice karijera**
- Bolji **odnosi** s kandidatima
- Bolje **iskustvo** kandidata
- User-friendly aplikacijske forme
- **Praćenje uspjehnosti** EB kampanja i strategija
- **Praćenje popularnosti** vašeg EB
- Kreiranje kvalitetnog **recruiting sadržaja** (timski blogovi, događanja, vodiči...)
- Proširenje vašeg **talent pool- a**
- Strukturirani programi za **preporuke**
- **Društvene mreže**



💡 Tip: Preuzmite naš [vodič za kupnju softvera za zapošljavanje](#).

O TalentLyft-u



4 proizvoda - kompletno rješenje:



- **TalentLyft Source:** Ubrzava i olakšava pronalazak talenata



- **TalentLyft Engage:** Unaprijeđuje komunikaciju s kandidatima



- **TalentLyft Convert:** Ističe brend poslodavca i privlači najbolje kandidate



- **TalentLyft Track:** Olakšava praćenje i upravljanje profilima kandidata, prijavama na poslove, procesom selekcije te mjeri učinkovitost procesa zapošljavanja

💡 Tip: [Zatražite TalentLyft demo](#) i isprobajte ga besplatno! 😊

