

How to Successfully Navigate the Evolving World of Employer Branding & Recruitment Advertising

Presented by



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Common Goals & Objectives



ATTRACT:

The best candidates to ensure organizational effectiveness

RETAIN:

Existing high performers and prevent "poaching" by other agencies/employers

STIMULATE:

Loyalty and commitment on the part of current employees

How to Meet/Exceed these Goals & Objectives



- Establish an identity which is recognized and remembered and which promotes morale (“branding”)
- Embrace both passive and active job seekers, including those from other fields
- Integrate recruitment advertising into strategic plans for the organization (e.g., current/future hiring needs)
- Constantly evaluate the effectiveness of advertising and your ROI

What is Branding?

A consistent message/persona and theme that transcends all your recruitment outreach, including:

- **Tag Lines/Headlines/Slogans**
- **Verbiage/Ad Copy**
- **Logos**
- **Design Layout**
- **Color Schemes**
- **Photos/Graphics/Video**
- **Music or Narration**

Branding Test: *What comes to mind?*

Allstate ?

US Army ?

Avis Rental ?

Yellow Pages ?

Lay's Chips ?

KFC ?

V-8 Juice ?

General Electric ?

Branding Test: *What comes to mind?*

Allstate

You're in good hands

US Army

Be all you can be

Avis Rental

We try harder

Yellow Pages

Let your fingers do the walking

Lay's Chips

You can't eat just one

KFC

Finger lickin' good

V-8 Juice

I could have had a V-8

General Electric

We bring good things to life

Branding Test: *Identify these logos*



Recruitment Branding Samples

COMPUTER

PEOPLE ARE DIFFERENT

DIFFERENCE IS GOOD.

INTEGRITY
PEOPLE
CUSTOMER
LEAD
INNOVATE

Cadence Design Systems, Inc.
The world leader in design automation software and services, Cadence has exciting job and career opportunities for outstanding talent everywhere. Find out our secret for attracting you to our list of "best" companies.

- > Software Engineers
- > Software Developers
- > Product Engineers
- > Product Validation/Verification
- > Application Engineers
- > Test/Design Engineers

For detailed job descriptions and additional information visit us on the web at www.cadencejobs.com

A career at Cadence offers generous compensation, benefits, training, relocation programs, and much more.

Send your resume (ASG) hard to:
hr_chelmsford@cadence.com
Including Ad Code 9529091
Fax to: (978) 262-6654.

cadence
how big can you dream?™

CADENCE is proud to be an Equal Opportunity Employer.

WHY?

Cadence Design Systems, Inc., the world leader in design automation software and services, currently has exciting job and career opportunities for people who ask:

"WHY NOT?"

You can dream big by working for a career opportunity with Cadence. The career opportunities listed here are a sampling - visit our web site for updates. Cadence offers generous compensation, benefits, training, relocation programs, and much more.

- > Software Engineers
- > Software Developers
- > Product Engineers
- > Product Validation/Verification
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COMPUTER

INTEGRITY

ABOVE ALL ELSE

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Integrity
means keeping commitments, maintaining high ethical standards and principles, and holding shared goals and values. This overall value guides everything we do.

COMPUTER

INNOVATE

TO CREATE VALUE

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In the world of electronics, innovation is everything. It's a market filled with competition and customer product cycles that are so fast-paced, the means to meet constantly growing customer business concepts, technologies, products, services, partnerships, and processes all to create new value for our customers.

COMPUTER www.cadencejobs.com

THINK SMART

Cadence Design Systems, Inc., the world leader in design automation software and services, currently has exciting job and career opportunities for outstanding talent everywhere. Find out our secret for attracting you to our list of "best" companies.

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how big can you dream?™

Recruitment Branding Samples

LARGE ENOUGH TO MEET YOUR NEEDS



LARGE ENOUGH TO CARE

At Bank of the West, we're surrounded by some of the brightest, talented and most driven professionals in the financial services industry to form a solid & secure foundation. The key needed to our continued success and growth is people who possess the same passion that makes the company an all-around great place to work. Our business is constantly expanding and evolving. Whether we're adding new products & services or opening new branches, we continue to look outside our own ability to provide a highly professional approach to delivering superior service to each of our customers. We're growing, and we're always on the lookout for clients, customer service oriented professionals to join our team and help us maintain our competitive edge.

- COMMERCIAL BUSINESS BANKING
- RETAIL COMMUNITY BANKING
- OPERATIONS AND LOAN PROCESSING
- CUSTOMER SERVICE REPRESENTATIVES
- BRANCH MANAGERS
- SERVICE MANAGERS
- TELLERS

If you'd like to work for a company that values, recognizes and rewards hard work and outstanding performance, then consider joining Bank of the West, where you will enjoy extensive compensation and benefits along with a new opportunity for individual career growth. **Please reference Job# 9021210 and apply online at www.bankofthewest.com**

We recognize the impact & importance of a diverse staff and actively seek out diverse applicants who can bring different perspectives to Bank of the West. EOE



WWW.BANKOFTHEWEST.COM

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DIRECT BANKING ASSOCIATE III

This position will require in-person/branch-to-branch, service and relationship sales, as well as sales and relationship sales, with a focus on providing excellent customer service and building profitable business relationships. This position is responsible for the sale of a variety of products and services, including but not limited to: checking, savings, money market, and other financial products. The candidate must have a minimum of 3 years of sales experience in a financial institution, with a proven track record of sales success. The candidate must also have a minimum of a high school diploma or GED, and be able to communicate effectively in English/Spanish/Chinese.

If you'd like to work for a company that values, recognizes and rewards hard work and outstanding performance, then consider joining Bank of the West, where you will enjoy extensive compensation and benefits along with a new opportunity for individual career growth. **Please reference Job# 9021210 and apply online at www.bankofthewest.com**

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WWW.BANKOFTHEWEST.COM

"Relationship banking starts with great employees"



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WWW.BANKOFTHEWEST.COM

community focused banking... major resources





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www.bankofthewest.com

BANKING

COMMUNITY FOCUSED
BANKING

Bank of the West is currently seeking dependable self-starters to join our Onsite Contact Center and provide information support to customers on retail banking products and services.

Telephone Banking Representatives

Training for these positions starts on Monday, January 9th. Requires a strong work ethic and excellent customer service & communication skills. Ten-key and PC proficiency desired. Previous call center and/or banking experience is a plus.

For consideration, fax your resume to: (482) 514-5486, Attn: Andrea Schade, or send to: Andrea.Schade@bankofthewest.com and reference the Telephone Banking Representative position.

Bank of the West and its subsidiaries are equal opportunity/affirmative action employers.



www.bankofthewest.com

Getting Started

- Brainstorm all the reasons you are an employer of choice (location, benefits, growth, reputation, the opportunity to make a difference, public service, etc.)
- Develop key themes and images to promote the organization
- Clearly identify the (demographic) applicants you wish to recruit (age, location, current job field or employers, etc.)
- Search the web to identify existing professional associations, primary web sites
- Before meeting with any vendors, request specific data on their audience, their history, and references/testimonials

Getting Started (continued)

- Develop a strategic plan incorporating different media
- Remain cognizant of timing (schedule to coincide with major events, job fairs, college graduation, etc.)
- Always comparison shop among vendors; say no first and let the bidding war begin
- Don't agree to pay extra for copywriting, graphics, etc.
- Survey applicants to determine effectiveness
- Revise plan accordingly

Branding Questionnaire

Survey Incumbent Employees With the Goal of Leveraging Strengths and Mitigating Weaknesses

- What's Great About Working Here?
- What Attracted Current Employees to Work Here?
- What Are the Strengths of Your Organization?
- What are the Benefits of Working Here?
(location, size, glamour, stability, benefits, compensation, career growth opportunity)
- Etc.

Strategic Considerations

- **Project Timelines**
- **Employer Branding (Identity) Needs**
- **Hiring Goals and Objectives**
- **Budget**
- **Targeted Audience**
 - Age
 - Geography
 - Ethnicity/Gender
 - Education
 - Media Preferences
 - Socioeconomic Status
 - Current Occupation(s)/Profession

Media Intelligence

- Size of Audience
- Circulation/readership
- Age Group
- Unsold Inventory Opportunity
- Ethnic Groups Reached
- Geographic Areas
- Pricing Strategies they Use
- Seasonal Trends in Availability and Pricing

Ensure Brand Transcends All Media

PRINT MEDIA

- Newspapers
- Special Sections
- Magazines
- Program Guides (events)
- Trade Journals
- Academic Publications
- Regional
- National
- International

ONLINE

- ATs/JADs
- Internet Postings
- HR Web Content
- Online Strategies
- Banner Ads
- Company Profiles
- Hotlinks
- HTML Coding
- Targeted Emails
- Remote Hosting
- Job Packages
- Memberships
- Resume Databases
- SEO/Google
- ADWords

BROADCAST MEDIA

- NPR
- Commercial Radio
- Network Television
- Metro Traffic
- Cable TV
- Outdoor

TARGETED OUTREACH

- Meetings
- Conferences
- Events
- Symposiums
- College Recruitment
- Diversity Websites
- Publications
- Job Fairs
- Direct Mail
- Email Alerts

INTERNAL COLLATERAL

- Brochures
- Posters
- Handbooks
- Internal Forms
- Newsletters
- Wellness Guides
- Annual Reports
- Cookbooks
- Trading Cards
- Fliers
- Lottery Tickets
- Employee Referral Programs
- Retention

EVERYTHING ELSE

- Mobile Billboards
- Movie Theater
- Slides
- Mall Kiosks
- Transit Ads
- Career Fair
- Exhibits
- Giveaways
- Sponsorships
- College
- Diversity

Case Study

San Francisco Police Department

SFPD Task

- Department has over 2,100 sworn personnel
- Approximately 600-700 are expected to retire over 4 years
- Less than 5% of applicants hired and 30% wash out during academy or field training
- Typically 18 months required for hiring process
- Years of budget cuts decimated recruiting and background investigation units
- Minimum agency branding or recruitment advertising
- Department unhappy with website (outdated and difficult to navigate)
- Mayor launched initiative to hire 250 Officers each year



SFPD Themes and Strategies

- **Humanize Police Officers as ordinary people with an extraordinary job**
- **Spotlight the beauty of San Francisco and landmarks**
- **Emphasize diversity in their workforce**
- **Capitalize on SFPD as big department with many assignments**
- **Highlight opportunity for career growth**
- **Reference excellent salary, benefits, and hiring incentives**
- **Use existing workforce to hire new officers**


SFPD Branding Themes

- **Humanize Police Officers as ordinary people with an extraordinary job**
- **Highlight the beauty of San Francisco**
- **Emphasize diversity in our workforce**
- **Capitalize on SFPD as big department with many assignments and opportunity for career growth**
- **Reference excellent salary, benefits, and hiring incentives**
- **Use existing workforce to hire new officers**
- **Bring in experts for marketing and advertising**
- **Establish common themes and branding**
- **Maximize use of photos, video, etc. in multiple products**
- **Collect empirical data to justify advertising and refine recruitment plan**

Advertising Tactics


- **Start with geographic initiative targeting east bay**
- **Multimedia approach involving radio, print, billboards, television, Internet**
- **Establish new website for department**
- **Drive consumer/audience to website through advertising**
- **Direct traffic to website**
- **Track progress; periodic reevaluation and adjustment to advertising plan**
- **Survey of candidates for feedback on success of different media**

Design & Launch Web Site




Join The SFPD

San Francisco's Finest




Protect Your Family

[home](#) - [career](#) - [benefits](#) - [join](#) - [info](#)



About the SFPD
The San Francisco Police Department is one of the most famous and admired police forces in the world. The SFPD has long set a standard of excellence for police training and performance. It is known for innovative programs, such as its SWAT (the first in the country) and its Police Academy. It provides police services to one of the most ethnically and geographically diverse cities in the nation.



Career Opportunities
There are hundreds of opportunities for you to make a difference in the SFPD. Its important to us that your grow personally and professionally with the SFPD. Whether you are a high-school or college graduate, or already a seasoned professional in law enforcement, join our team and find your niche today.

QUICK LINKS:
[Accelerated Hiring Program](#)
[Pre-Application Questionnaire](#)
[Email Newsletter](#)

You can obtain more information regarding scheduled test locations and dates [here](#).

Print Advertising

Join The SFPD  **San Francisco's Finest**



Ordinary People
Doing the Extraordinary

Police Officers - Lateral Entry Program
Salary: Starting at \$71,526 to \$95,732 (after 5 years of service)

Lateral candidates must possess a California POST Basic Certificate and be currently employed as a police officer or deputy sheriff with a minimum of 2 years of patrol experience with a law enforcement agency. Out of State Peace Officers must obtain a Basic Course Waiver (BCW) to apply.

The San Francisco Police Department offers:

- Excellent benefits
- Competitive salary commensurate with your POST Certificate and education
(salary will be consistent with the stipulations provided in the SFPD POA Labor Agreement)
- "Non-PERS" county public safety pension (3%@55yrs)
- Retirement reciprocity is available for some law enforcement agencies
- \$5,000 Signing Bonus upon completion of Field Training Program
- 1st time San Francisco home buyers may be eligible for up to \$20,000 down payment
- San Francisco renters may be eligible for up to \$5,000 relocation expenses
- Abbreviated 8 week Police Academy (in-house training)
- Opportunities for promotion and career development via transfer to specialized units, including: SWAT Team, Explosives Ordnance Disposal, Plainclothes Work, Mounted Patrol, Canine Unit, Airport Bureau, Training Academy, Youth Programs, Motorcycle Enforcement, and Marine Unit

To learn more about the SFPD, call Officer Edwin Gaffud, Lateral Recruitment Officer, at: **415-215-5315** or email: **lateral2sfpd@comcast.net**. EOE

www.sfpdcareers.com

Outdoor/Transit Advertising



Ordinary People
Doing the Extraordinary!

SFPDcareers.com

powered by



**The BEST Jobs with the
Bay Area's BEST Employers**



SAN FRANCISCO
POLICE
ORDEN PAZ TIERRA
EN GUERRA



Radio Advertising

Click the icon →



30 Second
Radio Spot



15 Second
Radio Spot



KNGY 92.7 FM
KSFO 560 AM (Raiders)
KBLX 102.9 FM
WOLF 95.7 FM
KGO 810 AM
KCBS 740 AM
KFOX 98.5 FM (SHARKS)
KCNL 104.9 FM
KNBR 680 AM/1050 AM
KTCT 1050 AM

TV/Cable Advertising



Survey/Evaluate



How Did You Hear About Us?

Newspaper

- Contra Costa Times
- Oakland Tribune
- Alameda Times Star
- Tri-Valley Herald
- San Ramon Valley Herald
- Fremont Argus
- Hayward Daily Review
- San Mateo County Times
- Contra Costa Times
- El Cerrito Journal
- Berkeley Voice
- Montclairian
- Piedmonter
- Alameda Journal
- Asian Week

Radio

- KNGY 92.7 FM
- KSFO 560 AM
- KBLX 102.9 FM
- WOLF 95.7 FM

Cable Television

- ESPN
- TBS
- Fox Bay Area Sports
- Comedy Central
- BET
- Fox Sports Espanol
- SPIKE

Web/Internet

- BAJobs.com

Please Check All That Apply



Other Case Studies

- Palo Alto Veterans Administration
- Customized Online Career Portals (VJFs)

VA of Palo Alto



Proudly Serving America's Heroes!

Join us, and explore an exciting career opportunity at the
VA Palo Alto Health Care System.

We're looking for energy, passion, and commitment. More than just a career, working with the VA will give you a chance to make a meaningful and rewarding contribution to the lives of some truly special and deserving people. **Students - Please come see us and find out about flexible Summer and school year job opportunities!**

Those of us who already work here feel privileged to assist the men and women who have defended our country. VA is an honorable, open and welcoming community of those who care.

America's Veterans need you!

Current opportunities include:
Registered Nurse Practitioners • Clinical Nurses • RN Case Managers • Rehab RNs/LVNs • Critical Care RNs • OR RNs • ER RNs • Physical Therapists • Occupational Therapists • Pharmacists • Medical Technologists • Social Workers • Clinical Psychologists • Recreation Therapists • Medical Instrument Technicians • Audiologists • Building and Maintenance Positions • Federal Career Interns

We'd like to extend a special invitation to all veterans and newly discharged military personnel to learn about special career opportunities specifically designed with you in mind.

Please be sure to stop by our upcoming
On-Site Hiring Event!
Tuesday, April 22nd from 1 PM - 7 PM
VA Palo Alto Health Care System
Building 101 Auditorium
3801 Miranda Avenue
Palo Alto, CA 94034

To view job descriptions for all our open positions and for details on our April 22nd On-Site Hiring Event, please call (650) 858-3951 or visit us online at:
www.palo-alto.med.va.gov/careers.asp



On-Site Hiring Event
Tuesday, April 22nd
1 PM - 7 PM



VA PAHCS
Veterans Affairs Palo Alto Health Care System

Please be sure to stop by our
On-Site Hiring Event!
Tuesday, April 22nd
From 1 PM - 7 PM

30 Second
Radio Spot



Customized Online Career Portals

Michael Ritxon* Patient

BECAUSE
 Our CAUSE is Michael and his cancer.

Genentech Job Fair
 Friday, March 9th, 2007
 Time: 2pm-6pm
 Sheraton Four Points
 100 112th Ave NE
 Ann Arbor, MI 48108
 (425) 455-3330

We currently also have multiple positions at Sd/Sr, Sci and RA levels in the following areas:
 Immunology, Molecular Biology, Molecular Oncology, Cancer pathways & Targets, Mouse Genetics,
 Protein Chemistry, Protein Engineering, Antibody Engineering, Bioinformatics, and Lab Animal
 Research

[Please click here for more information on open positions.](#)

BECAUSE
 Our CAUSE is Michael and his cancer.

Safety Assessment: Toxicology/Pathology/Study Operations

Our Safety Assessment team assesses the safety of Genentech therapeutics by creating a best-evidence synthesis of existing knowledge and comprehensive investigations of toxicologic activity. Creating an aligned Genentech view, this risk assessment results in good decision-making and successful regulatory filings critical to the development of innovative therapies designed to improve human life. While seeking to characterize human risk, we are committed to ethical animal use.

<p>Scientists (Job Code - 1000013128)</p> <p>Requires a Ph.D. or equivalent experience in toxicology/pathology or equivalent; at least 2-4 years of experience in the pharmaceutical/biotechnology/CRO industry; DVM/VMD and board certification in Veterinary Pathology; excellent written/verbal communication skills; and the ability to build productive cross-functional collaborations both within and external to Genentech. Board certification in toxicology desired.</p> <p>Apply now</p>	<p>Research Associates (Job Code - 1000013129)</p> <p>Requires a BS/BA/MS in toxicology, biology, physiology, or related discipline, the ability to analyze experimental data and/or support preclinical studies, and strong written/verbal communication skills.</p> <p>Apply now</p>
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Customized Online Career Portals

The image shows a screenshot of the Gilead Careers website. At the top left is the Gilead logo, a red shield with a white leaf-like shape, followed by the text "GILEAD Careers". Below the logo is a large banner image of a woman with grey hair, smiling and looking to the right. Overlaid on the banner is the text "ADVANCING THERAPEUTICS. IMPROVING LIVES. THAT'S WHY WE'RE HERE." in red and black. Below the banner are two columns of text. The left column is titled "GILEAD CAREER EVENT" and provides details for a career event on Thursday, June 12, 2008, at 4:00 pm to 6:30 pm at the 320 Lakeside Drive Conference Center in Foster City, CA. It includes a link for directions and a short paragraph about Gilead's history and focus. The right column is titled "CAREER OPPORTUNITIES EXIST IN:" and lists various roles in Research & Development, including Associate Scientist, Director, and Research Associate in Formulations, Analytical Chemistry, and Medicinal Chemistry, as well as a Research Scientist in Process Development.

GILEAD Careers

ADVANCING THERAPEUTICS. IMPROVING LIVES.
THAT'S WHY WE'RE HERE.

GILEAD CAREER EVENT

Gilead Career Event
Thursday June 12, 2008
4:00 pm to 6:30 pm
320 Lakeside Drive Conference Center
Foster City, CA
[Click here for directions](#)

Since our founding in 1987, Gilead Sciences has focused on developing and delivering medications that advance the treatment of life-threatening diseases. In 20 years, Gilead has become a well-established and recognized biopharmaceutical company, with a rapidly expanding product portfolio, growing pipeline of

CAREER OPPORTUNITIES EXIST IN:

We currently have the following exciting career opportunities available in our Foster City, CA corporate headquarters:

Research & Development

- Associate Scientist, Formulations
- Director, Formulation
- Research Associate, Analytical Chemistry
- Research Associate, Formulations
- Research Scientist I, Analytical Chemistry
- Research Scientist I, Formulation
- Research Scientist I, Medicinal Chemistry
- Research Scientist I, Process Development

Questions to Ask Advertising Vendors

- What are the demographics of your audience?
- Exactly where will advertisement appear (classified section, ROP – Run of Paper, etc.)
- How many unique visits do you receive each month?
- If I place an ad, will it also appear on your website?
- Are there any additional fees (web, design, etc) that I should be aware of?
- Who are your primary market competitors?
- How many years have you been in business?
- Can you supply testimonials/references from satisfied customers?
- Can you set me up with a trial (discounted or “2 for 1” deal)?

BEWARE - Common Vendor Tactics

- This discounted rate/deal is only valid until the end of the week.
- The Guilt Trip – “We’ve already spent a lot of time preparing mock-ups” (or ad copy, scripts, etc.)
- You know, we have Exxon as a client?
- Would you like to be set-up with auto-renew
- We have 100,000 jobs on our site
- iHirewhatyourelooking4.com (cool name, lousy site)
- Informal, high pressure meeting/ambush (“I’m going to be in the area.”)
- Don’t be intimidated by technical terminology (i.e., column widths, eps/tiff format, impressions, CPM, etc.)
- Unnecessarily large ads
- Run directly/cut out the middle man “Uncle Louis”

Our Favorite Negotiation Lines

- You know, if you do right by my client there may be more coming
- Sorry, but you're going to have to go back and sharpen your pencil
- KXYZ will give me twice the air time for half the price
- Running my client's ad is going to make your company look good
- Look, I can't take this to my client
- Hey, this is business, but it's also an opportunity to contribute something (e.g. public safety, health care)
- Why is the quote more than one of my other clients?

Our Role as Advocate

- Capitalize on database of media sources and their best application
- Play one against another
- Protect customer from getting screwed
- Negotiate block advertising deals
- Insulate client from endless vendor solicitation
- Transform branding themes into mock ups, tear sheets, prototypes, scripts, tag lines,

Advertising Jargon

Unsold Inventory

Comp, Comping

Tag line

Tear sheet

Over-Delivery

Bonus Exposure

Terrestrial Radio

Streaming

Web Stats

HTML Template

URL (Uniform Resource Locator)



652 Bair Island Road, Suite 301

Redwood City, CA 94063

Phone: 650-261-1060

FAX: 650-261-1061

Email: Andrew@advancerecruitment.com

or

Vince [@advancerecruitment.com](mailto:Vince@advancerecruitment.com)