

Handshake

Attracting talent with a winning brand

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#SpringRecruiting



Today's presenters



David Petrushka
Product Marketing Lead,
Handshake



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Strategic CSM,
Handshake



Selina Jimenez
Senior Employer Brand PM,
BSCA

Today's agenda

Introduction

- 1** Defining brand
- 2** Why brand matters?
- 3** Learning from the best
- 4** Tools and tips
- 5** Additional resources

Defining brand

Unpacking the employer and talent brand



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Spoiler:

There isn't one answer to define a brand

But when done well...



Speaks to your place in the world



Retains employees



Highlights your values



Sustains loyal customers



Catches the attention of top talent



Stands out from the competition

What's the difference between an employer brand and a talent brand?

Employer brand

The narrative about your organization you can control through mission statements, values, benefits and more.

Talent brand

The employee experience forged by honest voices inside your organization. It's how your culture lives internally.

Places you can employ both sides of your brand

Employer brand

Owned:

- Website
- Blog
- Talent portal
- Webinars
- Board & Shareholder meetings
- 10ks, etc.

Handshake:

- Company profile
- Campaigns
- Events
- Job descriptions

Talent brand

Owned:

- Interview processes
- Public reviews
- Website testimonials
- Benefits portal
- Etc

Handshake:

- Advocates
- Accolades (ETAs)
- Reviews
- Career fairs

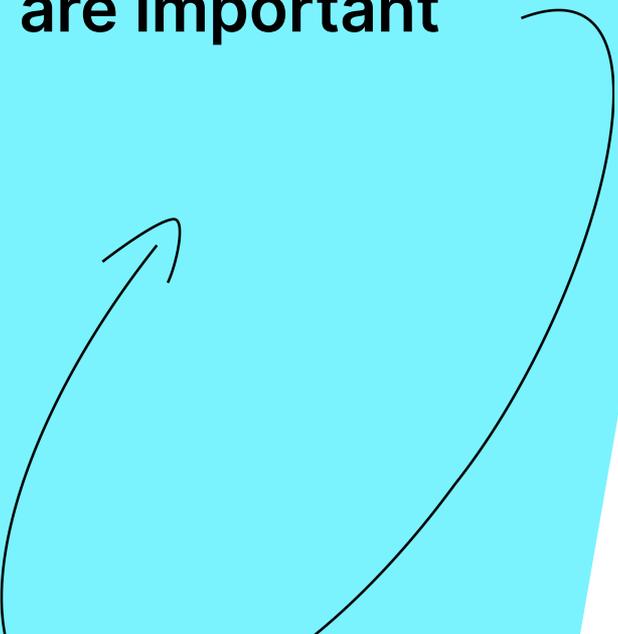
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If you were to be applying for a new job today, which element of brand would you find most important in your decision making?

① Start presenting to display the poll results on this slide.

**No surprise, both
are important**



The top 3 reasons that influenced a student's decision to apply lie within the **Employer brand**

- Essential skills are included in the job description (69%)
- Job title and description clearly outline the role and responsibilities (68%)
- Salary range is included in the job description (66%)

But ~50% of Students listed the ability to meet with Employees as critical to their decision to apply. **Talent brand!**

Why brand matters?



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Why focus on brand?



Overcoming a bad reputation

can cost the company at least
10% more per hire



Four out of five people

Reported reading online reviews
before applying to a company

The current workforce sentiment

86%

of employees said if a company **wasn't transparent** regarding slowing company growth, hiring freezes, and layoffs it would **impact their loyalty**¹

57%

of employees would **actively look for a new job** if/when we enter a **recession**¹

75%

of employees said they are **less likely to work for a company that previously implemented mass layoffs**¹

Recruiting experiences make a difference

To do this well:

- Intentionally select who you introduce to your candidates (not just whose calendar is open)
- Over-communicate with your candidates (Gen Z prefers text message and phone calls)
- Give honest, constructive feedback

69% of students evaluate employers based on how they're treated during the interview process



How the current economic climate can be an opportunity for your brand

74% of students say they prioritize stability and salary¹

55% of students surveyed are open to new industries²

52% of students are looking to commit to long-term employment (3+ Years)²

**Learning from
the best**



3

Fireside chat with Cyndi and Selina



Selina Jimenez

Senior Employer Brand PM,
BCBS of California



Cyndi Ramirez

Strategic CSM,
Handshake

**Handshake
tools and tips**

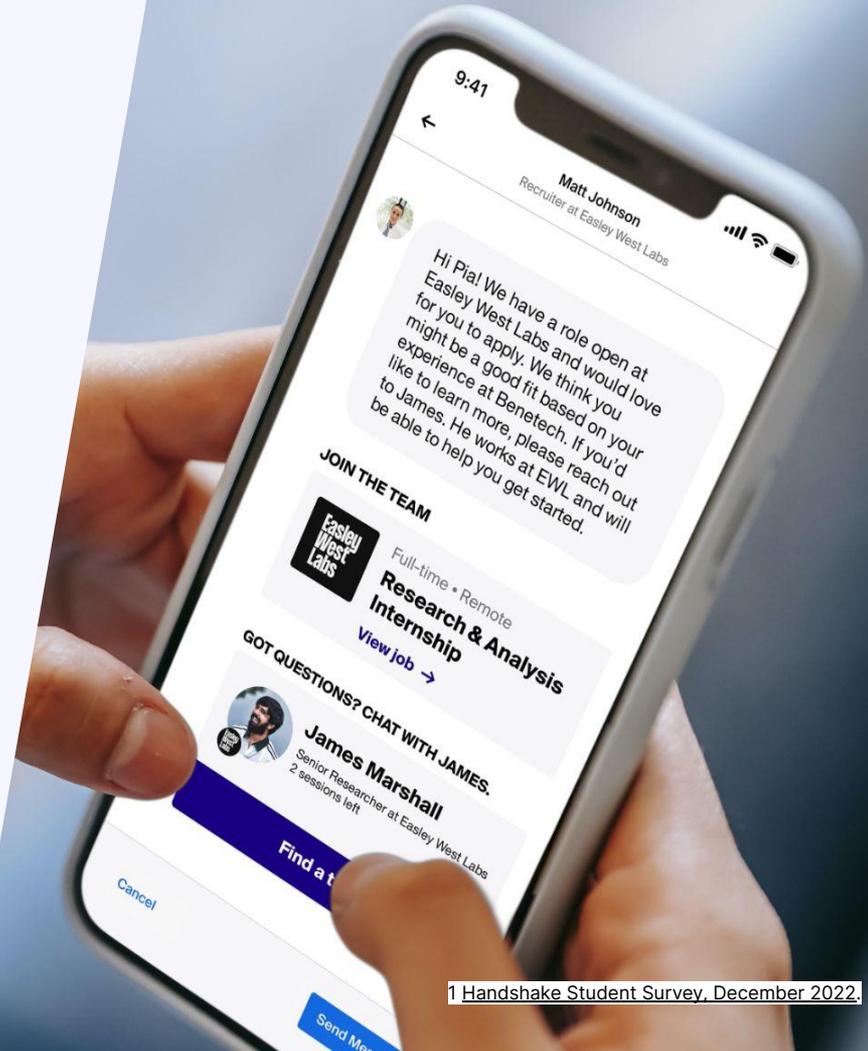


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Advocates: make recruiting a team effort

- Specifically designed to **involve non-recruiter teammates** in the hiring process
- **Allows your brand to stand apart from the competition** and gives candidates insight into your company and roles
- **Make it easy for candidates to meet your company's employees** and form relationships all on Handshake

55% of Students say that meeting teammates would influence their decision to apply¹



Utilize campaigns to introduce your brand

- Early talent desperately wants to get to know their prospective employers. The best first-step you can take is to introduce yourself!
- Launch your talent efforts by sending brand specific campaigns to connect with and inform candidates about your company at scale.
- Encourage students to follow your company profile, invite them to events, and nurture your relationships with potential candidates.
- A quick introduction can go a long way!

Cyndi Ramirez

Recruiter at CSB Logistics

...

Mon, Jan 9, 12:00 PM

Hi Chris,

I hope you're doing well! My name is Cyndi and I'm part of the CSB Logistics recruiting team. Your experience at Barden University and skill set makes you a great fit for CSB Logistics and I wanted to reach out.

CSB is a logistics company that is one of a kind. Some cool things to know about us:

- **Diversity:** We are committed to DEI with a 2023 goal to grow minority leaders by 10%. Further, we are ensuring underrepresented groups are included in all final stage interviews company-wide.
- **Belonging:** We have more than 10 Employee Resource groups
- **Growth:** We offer competitive compensation and career pathing. From education stipends, mentorships, and role rotation programs, we have paths that will help you grow your professional career.

Interested in learning more?

- Follow us on Handshake! it's the best way to keep up to date with how to get in contact with us and what we're working on
- Keep an eye out for workshops we are hosting in the Spring

Thanks Chris, have a great semester!

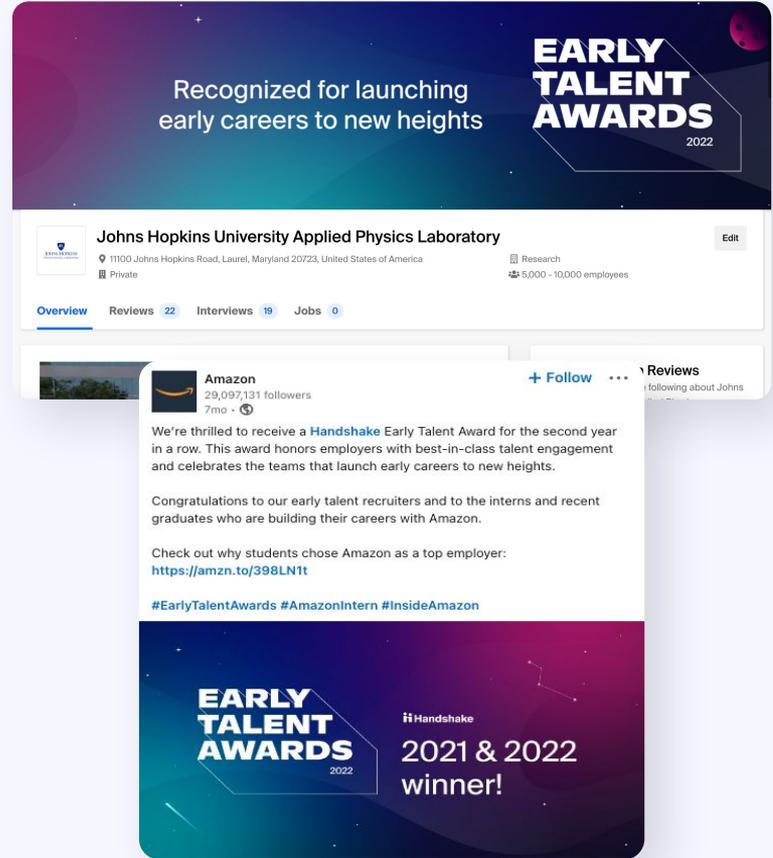
Cyndi Ramirez



Employer Brand

Accolades: highlight your wins

- **31% of students** look to 3rd party ratings to evaluate a company
- Promote accolades & awards across your Employer Profile, website, and social channels



Job descriptions: Transparency is a brand value



Our data

Handshake interviewed over 1000 college student job seekers to understand what compels them to apply for certain jobs.

Students overwhelmingly chose [‘Salary ranges in Job postings’](#) as the greatest motivator for applying to a position⁵



External data

In 2022, [several states enacted laws](#) that require employers to proactively surface salary data in job descriptions

1 in 4 U.S. workers now live in a place where employers are required to share pay ranges⁶



Next steps

Update your existing and upcoming JDs to include salary range data.

By including salary data in your JDs, you show that you care about student’s time, value corporate transparency, and are prioritizing pay equity throughout the company .

Employer Brand

Talent Brand

Events: early talent wants to meet you **BEFORE** they apply

87% of early talent
prefer to go to an employer-hosted
event before applying for a job

Next steps:

- Invest in both virtual and in-person Career Fairs to introduce your brand and explain the roles that you will be hiring for
- Handshake Talent Engagement Suite allows you to simultaneously host career events across our entire network of Education partners

Core Profile

Basic branding elements

Company reviews

Job postings

Upcoming events

The anatomy of a company profile

Premium Profile

Featured jobs

Engaging branding elements

External news

Employee perspectives

Student tips

What's important to early talent and how to represent it across your brand

Most important factors when evaluating a job	Employer brand	Talent brand
1. Pay & compensation	List salary in all job descriptions <i>HS tools: Jobs</i>	Review employees' feedback on compensation and use it to inform recalibrations
2. Ability to advance their career	Highlight career pathways on your website, Company Profile, or through a blog post <i>HS tools: Company Profile, Brand Campaign</i>	Showcase Employee Testimonials on Company Profile Invite employees to speak about their career journey via Advocates or at events <i>HS tools: Advocates, Company Profile</i>
3. Employee benefits	List benefits (economic, training, as well as physical & mental health resources) on your website and in job descriptions <i>HS tools: Jobs</i>	Invite employees to share their experiences with benefits like education stipends <i>HS tools: Advocates</i>
4. Having fun at their job	Highlight company events, Holiday parties, team trips, and projects on your website <i>HS tools: Company Profile</i>	Lean on your Advocates to introduce a candidate to a member of the existing team for an informal chat <i>HS tools: Advocates</i>
5. The company's commitment to DEIB	Highlight what steps the company is taking to promote DEIB on your website and social channels <i>HS tools: Company Profile</i>	Bring speakers from employee resource groups or individual contributors to events <i>HS tools: Advocates, Events</i>

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From what we've learned today, what action item(s) do you want to implement in 2023 to build your Employer & Talent Brand? (Select all that apply)

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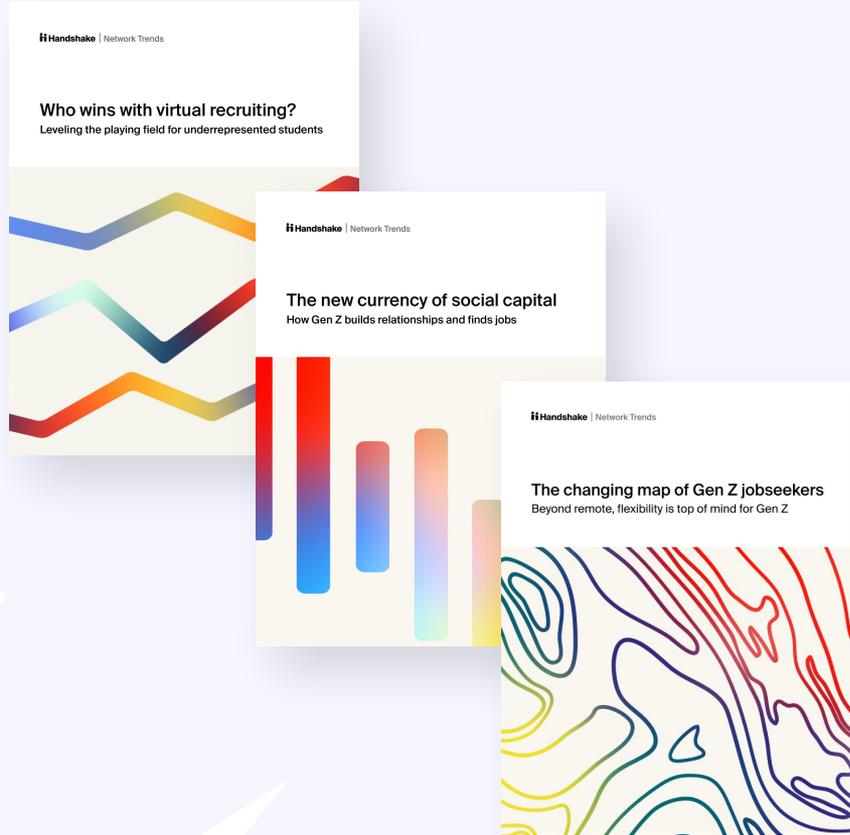
**Additional
resources**



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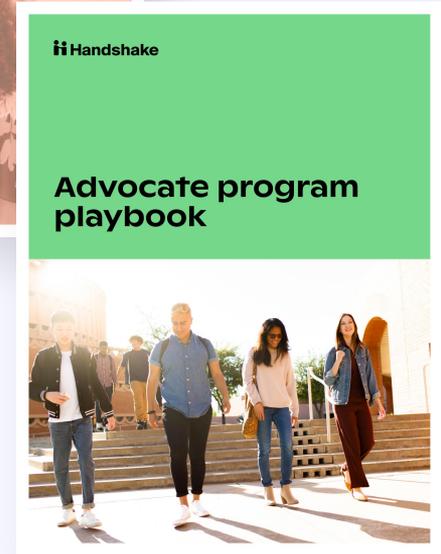
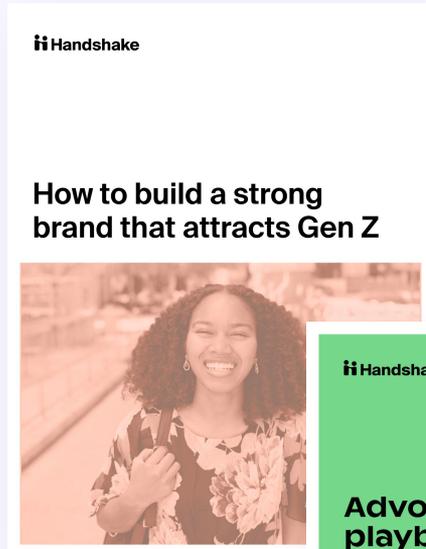
Class of 2023 insights

[Here](#) is our latest Handshake Network Trends report, which will provide more Gen Z insight to inform your recruiting strategy



Handshake guides and playbooks

- [How to build a strong brand that attracts GenZ](#)
- [The Advocates Playbook](#)





Interested in more product best practices?

Check out [Creating an attractive brand that resonates with Gen Z](#) & [Optimizing your employer brand page](#) with Pathfinders

Q&A

Thank you!