

## Brand Builder



Brand Builder from the BirdDogHR™ Managed Services team will help you attract new talent to your organization by providing your company with complete employer brand creation or overhaul of your existing message.

This collaborative project is run by an experienced Recruitment Consultant that will assist in creating your unique employee value proposition, oversee the creation of a hosted career page, utilize a variety of social media recruitment strategies, create or revamp an employee referral program, increase community awareness along with many other activities. At the end of this project, you will have a reputable employer brand that your employees and company will be proud to share and promote.

**Having a strong employer brand is critical to attracting talent. A Brand Builder engagement includes:**

- Discovery call
- Employer brand audit
- Employee interviews
- Brand Builder proposal
- Brand Builder project implementation
- Project summary



### Shorten Time to Fill Positions

Build your employer brand to expand your talent pipeline. Candidates will already have awareness about your organization and why it's great to work there. When positions come available that suit their skillset they will enthusiastically apply.



### Lower Cost Per Hire

The biggest source of hires is referrals. Companies that give their employees a platform to share and promote the company online via a career page and social media will attract employees with complementary values.



### Improve Your Quality of Hire

Be clear about what your company stands for and you'll attract candidates that are drawn to those values. Best matches occur when you can define and promote your company culture to provide transparency.



### Take Your Company Culture Online

Job seekers do research online so your company culture should be there too. Ensure your employer brand is strong and accessible when job seekers go online.

### Top five pieces of information job seekers want employers to provide as they research where to work:

1. Salary/compensation
2. Benefits
3. Basic company information
4. What makes it an attractive place to work
5. Company mission, vision, values

Glassdoor U.S. Site Survey, January 2016

BirdDogHR offers integrated talent management software and managed services including recruitment and applicant tracking, onboarding, social collaboration, learning management, performance and goal management and succession. Ask your account executive for more details or visit us online at [www.birddoghr.com](http://www.birddoghr.com).

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