

Overcoming market reputation obstacles to hire the right talent

An established national company hoping to improve market reputation understood the need to tell a more authentic story to attract more talent. What they lacked was a talent strategy to make this happen.

A common misconception that most companies have is that it's necessary to tell a story that resonates with everyone. As it relates to attracting and engaging the right talent, this is not the case. Our first goal was to discover the unique employer brand of the organization as well as the key character elements (traits) that were shared among top performers. Spending time with these top performing employees and leadership gave us a clear understanding of their unique story and why those top employees choose to work there, where able to perform there, and most importantly, why they stayed there.

With these data-driven insights we could now create their IT Talent Persona, defining the key traits, motivations and goals that their top performers shared. The Persona, combined with their employer brand, would now become the driving force behind development of their new talent strategy.

In parallel to our efforts, this company made the decision to open a new office in a more urban area. The purpose was to attract talent from parts of the region where they had previously struggled. They understood the need for a true strategy for launching a recruiting effort. Jobber Group helped in designing a new landing page specifically for this location to tell the right story. Our team helped to facilitate community events and outlined a community outreach strategy to help disseminate the true and authentic Employer Brand into a new geographic area.

Upon launch of this new digital presence, in combination with messaging based on the Persona, their new office was able to begin hiring immediately, hitting their goal of 100 developers and engineers employed by their official opening date, approximately 12 months later. More importantly, the talent was attracted to the story of this new location, which indicated to the market that this company was willing to take risks and tell an authentic story to attract the right people.

The overarching strategy and additional digital marketing continues to yield benefits to the companies Employer Brand and is a cornerstone to success of the long term Talent Roadmap.

Quick facts

Overview:

A fortune 500 company with an employer reputation heavily controlled by Glassdoor and struggling to scale. Yet a unique employer brand in the IT organization that was not being messaged to the market. With rapid growth plans and a new location opening, a lack of talent strategy to overcome recruiting and hiring obstacles stood in the way of success.

Challenge:

Jobber Group was able to determine that this was a problem of failing to control their own story in the market. This failure was due to a lack of insight into their particular IT employee experience and employer brand. The organization lacked data around why high performers chose to work and stay. Without this understanding, recruiting efforts failed to convince candidates to even consider moving through the interview

Jobber Value-Add:

- **Discover and Define Employer Brand:** uncovered and built the authentic story of working in IT
- **Built a Talent Persona:** defined key aspects and character elements directly related to the most productive team members and KPI's.
- **Digital Strategy for New Location:** launched new digital landing page to showcase the authentic employer brand and attract key talent aligned with Persona for the new office location – turnaround of two weeks.

Results:

With an Employer Brand and Value Proposition that could be clearly articulated, and a Persona Driven talent target identified, this company was able to meet their hiring target of 100 engineering new hires within 12 months. Jobber delivered a full strategy to starting to improve their market reputation over time. At the same time, a talent strategy became clear leading to a next phase of work focused on internal alignment of hiring managers. See Hiring Alignment Case Study for more information.