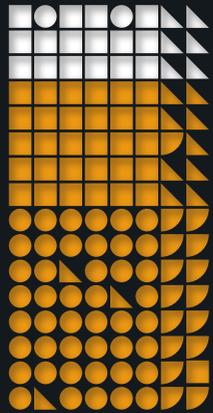


**HUN+ED**

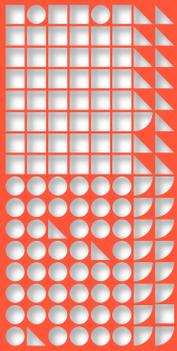
**FEATURES OF YOUR  
EMPLOYER BRAND**

75% of job seekers  
consider an  
employer's brand  
before even  
applying for a job



75%

AN EMPLOYER BRAND IS MADE UP OF BOTH TANGIBLE AND INTANGIBLE FEATURES AND THE CHOICES FOR WHAT COMPANIES SELECT TO OFFER THEIR PEOPLE IS ENDLESS. LET'S WALK THROUGH THE KEY FEATURES OF YOUR EMPLOYER BRAND.



## VALUES, VISION AND MISSION

A mission statement is what your company actually does, the vision statement is what your company aspires to be, and your core values support your vision, shape your culture, and reflect what your company cares about.

### Try to ensure:

- Your mission statement is easily understood and goes some way towards differentiating you from your competition
- Your vision statement should help inform the strategic decisions in your business
- ▲ Your core values are your company's principals, beliefs, and philosophies - try to limit to 5

### Do NOT:

- ▲ Create values on the Exec Away day
- ▲ Throw them at your people via email
- Expect them to care because you told them to

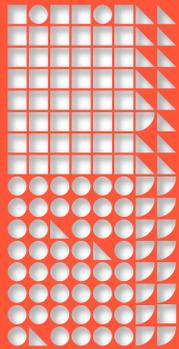
Done properly, they will be incredibly powerful in connecting your people, leading behaviours, and differentiating your culture. But you need to involve your people. They need to feel like owners in order for them to live and breathe your values.



**Not every company will have a mission statement and a vision statement but all companies really should set out their values. A good way to think about their purpose is to provide a framework for your people to make decisions when a leader isn't there to**



**Hunted run workshops to help organisations develop their values and understand ways they should be implemented within business processes**



## PERKS AND BENEFITS

### GETTING STARTED

Over time, the baseline set of benefits and perks a company offers has expanded. Nowadays, it's hard to set out a truly unique offering. That said, your perks and benefits should be unique to your people, and as unique as your employer brand.

**Follow these steps to develop your company benefits package:**

# 1.

#### BUDGET

You need to set a budget to understand what you feel is reasonable, whether it's a set figure or linked to business performance. With an endless choice of benefits, your budget will set the parameters for what you can offer.

# 2.

#### EXTERNAL RESEARCH

You should do your research and understand what's on offer with your competition and other businesses in the industry so you don't miss out on talent because of your benefits package.

# 3.

#### INTERNAL RESEARCH

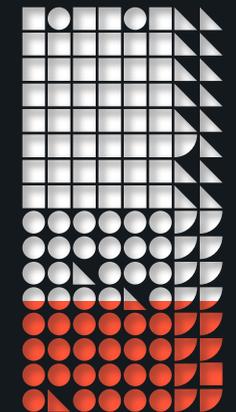
Consider running surveys to assess how much your team value the benefits package you offer and get their input to understand which other benefits could be attractive.

# 4.

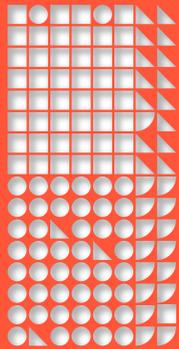
#### FEEDBACK

Repeat this process often to stay in touch with what people care about and consider switching up your benefits package annually.

**Remember it's not all about the financial rewards. 27% of people consider career growth opportunities as a top priority when considering accepting a role.**



# 27%



## PERKS AND BENEFITS CHECKLIST

Consider the following when developing your perks and benefits package:

### Financial Benefits

- Commission Structure
- Annual/Quarterly bonuses
- Equity/share scheme
- Mortgage schemes
- Pension scheme

### Socials and Incentives

- Company wide trips
- Christmas party
- Summer party
- Breakfast and lunch clubs
- Quarterly socials
- Top Biller incentives

### Health and Wellness

- Health insurance
- Gym membership
- Wellbeing budget
- Life/critical illness insurance
- Team fitness classes
- Office massages
- Sports team

- Dental/Vision cover
- Pet insurance

### Mental Health Support

- "Text in" sick
- Mental wellbeing events
- Mental wellbeing budget
- Mental health days off

### Childcare and Parental Benefits

- Return to work program
- Paternity leave
- Maternity leave
- Adoption leave and assistance
- Family socials
- Childcare support

### Relocation

- Visa sponsorship
- Relocation support

### Flexible Working

- Flexible working hours
- Glide time
- Work from home policy
- 100% remote

### Fridays

- Bar tab
- Friday drinks
- Long lunch
- Early finish

### Time Off

- Unlimited holiday
- Sabbaticals
- Closed Xmas and New Year
- Closed Chinese New Year
- Birthdays off
- Duvet days
- Paid volunteer time off
- 4/4.5 day week

### Office Environment

- Breakout areas

- Office music
- Office dogs
- Stocked kitchen
- Showers
- Phone pods
- Dress code

- Outdoor space
- Meeting rooms
- Onsite gym
- Podcast studio

- Free snacks/meals/beer

### Commuter benefits

- Company car
- Car parking
- Cycle scheme
- Season ticket loan
- Bike storage

### Management Culture

- Quarterly performance reviews
- Annual performance reviews
- Company strategy days

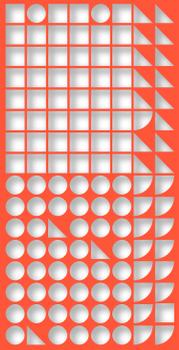
- Data driven management
- Daily standup
- Autonomous environment

### Inclusion and Diversity

- Diversity manifesto
- Gender pay gap data
- Transparent equal pay policy
- Wheelchair access
- Unconscious bias training
- Dedicated D&I committee

### Back Office Support

- Marketing team
- Internal recruitment team
- Finance team
- People/HR team
- Resourcer support
- Admin support



## THE COMPANY STORY

Every business is unique when it comes to their founding story and milestones through the years. Our brains are wired to love stories. Telling the story of your journey to date makes your business relatable.

It can make your existing team feel proud, and inspire a deeper alignment with your brand and mission. It helps build a real connection to what the business stands for when they understand how it came to be, how your early mission, vision, and values were formed, and how the culture today stemmed from those early days.

Most businesses face adversity in their early days, so it's an opportunity to show the thinking that overcame challenges which is now rooted in the company DNA.



**Bring the company story to life with photos of early offices or milestones and encourage founders to tell their story on camera in interviews or on podcasts**

## TECH STACK

A laptop and a phone won't cut it these days. Even a costly LinkedIn Recruiter license and CRM may not differentiate your technology infrastructure from other brands. Consider recruitment specific technology to support your team's activities as well as sector-agnostic tools to impact the productivity and wellbeing of your people.

From video interviewing software and job posting automation to CRMs and sourcing tech, there are growing numbers of RecTech solutions to boost performance and enhance your client value propositions.

Then there's endless tools to support productivity, communication, human resources, marketing automation, social media, design...

Your choice of tools, both free and paid says a lot about your culture and identity. Brand can mean a lot to people. *Choosing Microsoft Outlook and Teams over Gmail and Slack could say more about you than you think!*

Showcasing your Tech Stack helps potential hires understand the level of investment you provide to support their performance and keep them happy.

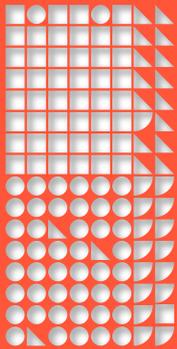
Keep an eye out for new innovations, try to be an early adopter and communicate the reasons for your technology choices.



**It's important to show off the tech you've invested in. Explain your choices, how it impacts the lives of your staff and where possible bring it to life with real use cases**



**Add your Tech Stack onto your Hunted profile to drive more views to your brand. People will be able to discover you based on the Tech you use!**



## LEARNING AND DEVELOPMENT

Learning and Development is central to many of the most successful recruitment businesses and is often integral for a company to be scalable. It is especially important for businesses that hire at entry level, or those that hire junior recruiters who require further development.

Learning and development for recruiters in the past looked quite different. It tended to be recruitment process training... and little else. And it worked! Recruitment training was what enabled brands like SThree, Michael Page and Hays to scale by continuously hiring entry-level talent and developing them into capable recruiters.

But recruitment has changed. With the introduction of social media and the influx of technology, there are far more tools and methods at the disposal of recruiters. So for companies that invest in developing their teams in non-traditional techniques (i.e. not just recruitment process) then you'll be an attractive prospect for talent that wants to learn.

Over half of all millennials rated Learning Opportunities as "extremely important" when applying for a job (Gallup)



+ 50%

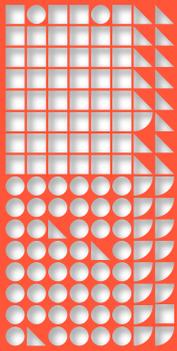


**The most powerful way of integrating L&D into your employer brand strategy is to give people a taste. If you've created video content to help your teams improve in certain areas, why not showcase your abilities to your target hires? Put your best trainers or leaders on camera to give a glimpse of the learning opportunities for people joining you**

Some of the more innovative skills you can invest in for your team include:

- Copywriting
- Design
- A/B testing
- Personal branding
- Video production
- Unconscious bias training

Validate the strength of your learning and development programs by sharing case studies of people whose careers have been accelerated because of it.



## COMMISSION AND EARNINGS

Recruitment is a sales industry and earning potential will always be a significant consideration when it comes to leaving or joining an organisation.

It is highly recommended you outline your commission structure. Or at the very least provide a realistic insight into earnings people can expect based on different levels of performance. Where possible, add validation with real-life stories from the team.

Has someone been able to save for the deposit on their house? Has someone been on the holiday of their dreams? What have your top performers been empowered to do with the commission they've earned?



**IN 2018, THE NUMBER ONE REASON PEOPLE LEFT THEIR JOBS WAS BECAUSE THEY WERE BORED, AND NEEDED A NEW CHALLENGE.**

## OFFICE ENVIRONMENT

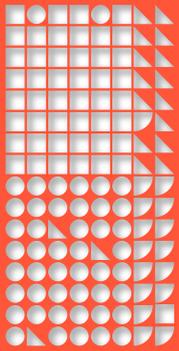
Remember when there were recruitment companies in basement offices with no natural light? Most recruiters won't. Office space standards are higher than ever. And with options like WeWork, even the smallest companies can have a space that competes with the biggest brands.

**Photos and videos are vital for showcasing your environment.**

Be sure to include content to explain and showcase how you adapted to remote working in 2020. Photos of your team's home office setup and an overview of the support the company offered to help people set up their work stations is important to include.



**Embed your commission structure on your Hunted profile. The commission calculator feature allows potential hires to see exactly what they would earn in your company**



## MANAGEMENT CULTURE

If you work to strict KPIs and operate rigid office hours, do not hide it. Own it. Just be sure to explain how that structure is designed to *\*help\* \*your people.\**

Rigid management structures with meticulous processes are designed to help recruiters succeed. Often more junior staff thrive in these more structured environments and are able to see success sooner, therefore maximising their earnings and advancing their careers.

It won't be for everyone, but then you won't want to hire people who don't have the traits to work happily in that sort of environment.

On the flip side, if your style of management is a little more informal and hands off, that will be much more attractive for others and often suited to more experienced hires.

No one type of management style is right for everyone. It's important to hire the right people, suited to your own management culture.

The best way of filtering your applications is by outlining how you manage, how you support, and how much self-motivation is required for people to succeed in your environment.



**Let potential hires join a training session or a team social by bringing your culture to life with video. Embed native videos to your Hunted profile or simply post an Instagram story for it to be pulled through to your Hunted profile"**

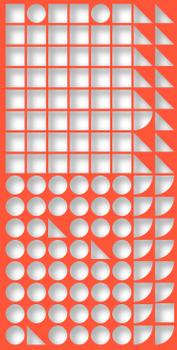
## SOCIAL CULTURE

Whether you live by the "work hard, play hard" mantra, or it makes you cringe, social interaction is an important part of any business to enhance the culture, develop personal relationships, and galvanise a sense of togetherness.

It is often the way you socialise and celebrate the wins that differentiate your culture more than any of your working practices. An endless Friday bar tab may be the favourite perk for one company, it could offer little appeal to others.

Some companies are more passionate about learning events and activities than alcohol fuelled socials. And smaller companies with grown up cultures may choose to involve the partners and families of their people at social events.

Like any of your perks, it is important to define your brand identity and develop a social culture that is tailored to the audience personas of your people and those you'd like to attract.



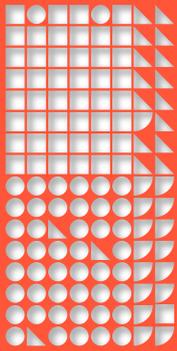
## CORPORATE BRAND ➔ EMPLOYER BRAND

For most recruitment companies, the target demographic of your employer brand is quite different to your corporate brand audience. If your company works with corporate multinational companies delivering on their executive mandates, your language, tone, and imagery should be adapted to each of your distinct audiences.

However, although you may be inclined to preserve your employer brand from your clients and candidates, your corporate brand should be used to reinforce your employer brand. If you've developed a strong reputation and are respected as a partner to your clients then you want to convey this and quantify it as much as possible to your prospective internal hires.

Do you run events or industry meetups? Do you publish newsletters or industry reports? It is reassuring for your target hires to see you investing in being a credible partner and not relying solely on the capability of individual recruiters.

You want to show your potential hires how you have developed a corporate brand to emulate your client organisations. Include testimonials and reviews from your clients and candidates to help differentiate you and your unique offering from the competition.



## WELLBEING

It is important to ensure your wellbeing policy incorporates both physical health and mental health initiatives.

Stress and burnout at work are more prevalent than ever. Recruitment can be an intensive job so its important for companies to look after their most important assets. Investing in wellbeing for your team is not a nice-to-have, it's the key to keeping your employees motivated, engaged and productive.

It is also one of the most powerful ways of attracting more people to join your company. 50% of people want greater focus on wellbeing at work, so that's a large audience of people to target with what you can offer.

1 in 2 employees would like to see greater focus on wellbeing at their company (2018 Global Talent Trends survey by Mercer)



1 in 2



Promote the campaigns and initiatives you run both internally and externally, then quantify the impact on your people and share the success stories across your employer branding channels

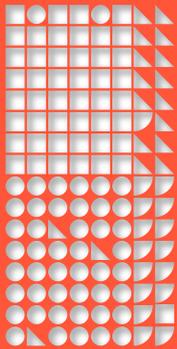


RESPONDENTS WERE 38% MORE ENGAGED AND 18% MORE LIKELY TO GO THE EXTRA MILE WHEN THEY FELT THEIR EMPLOYERS CARED ABOUT THEIR WELLBEING

(QUANTUM WORKPLACE AND LIMEADE SURVEY 2015)

Wellbeing is a great way to differentiate your brand because there are endless ways you can provide wellbeing initiatives and benefits for your people.

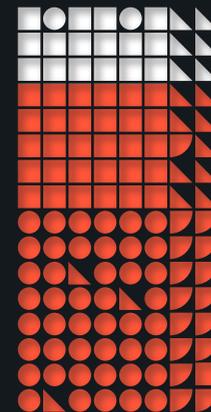
It's not just about providing a fruit bowl (although that can be a part of your wellness strategy), try to think longer-term and develop concepts to impact the wellness of your people over time e.g. 6 week stints to focus on specific areas of learning on areas like sleep, mental wellbeing or healthy eating can help people to make real changes to positively impact their lives.



Think laterally about the different ways you can invest in wellbeing to support all the different people in your organisation. Some of the options available include:

- **Apps and Memberships**  
From meditation and sleep apps to fitness classes
- **Expert Advice and Education**  
Bring in speakers to shed light on topics and inspire positive life decisions
- **Campaigns**  
Consider 'Wellness Weeks' and set up multiple activities around a particular theme
- **Crowdsource**  
Find out who in your company is knowledgeable or passionate about specific wellbeing topics and give them a platform to share their expertise
- **Team sports and clubs**  
Recruitment can attract competitive characters and team-based activities can help galvanise your culture, encourage cooperation and creates a sense of belonging

85% of employees and job seekers expect their employer to support them in balancing their life between work and personal commitments.



85%



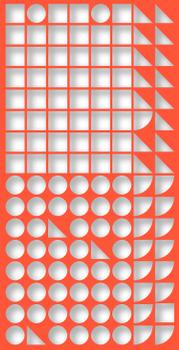
A company-wide trip to Ibiza may be the idea of hell for some people!

## WORK-LIFE BALANCE

If 2020 has taught us anything it's that flexible working **can** work! Working from home is not for everyone, and it's not something every business will offer when they don't have to, but thousands of recruitment companies have shifted their mindsets when it comes to flexible working.

## RECOGNITION

Recognition boosts morale for individuals and teams. But different people appreciate different forms of recognition. Understand who benefits from a quiet word, and who benefits from a public shout out. Think also on how different kinds of incentives can have an impact.



## PROGRESSION

By mapping out a career roadmap employees will have a clear understanding of how they can advance through the company, enabling them to envisage their long-term future with the business. Try to ensure it isn't one-size-fits-all, and that you can provide diverse career prospects for people with different aspirations and priorities.



**Document career paths and promotional criteria with graphics and empower your people to tell their career stories with video to bring the possibility of career progression to life**

## PEOPLE

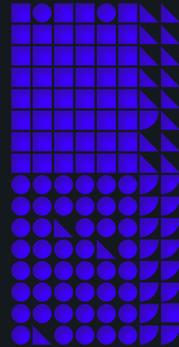
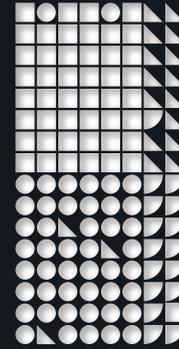
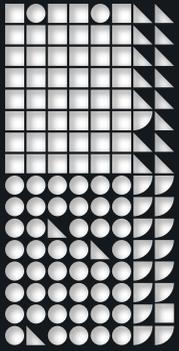
Introduce key people in the business as well as people who would be peers of those you're looking to hire.

People will want to learn about leadership, seeing as its their vision and values that formed the basis of the company as it stands today. Be sure to introduce the key people involved in the interview process: The Head of People or the Talent Team are important to show as approachable and welcoming: they will be the first points of contact for applicants.

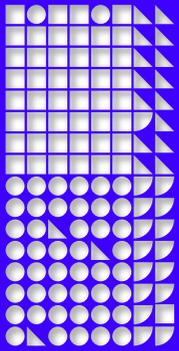
Then by introducing and developing content to get to know people at different stages of their careers, you'll provide a peer for all prospective hires to get to know.



**Try to use video to develop content that shows the human side of your people, and offers an insight to their experience of joining and working at your company.**



# REVIEWS AND SOCIAL PROOF



## REVIEWS AND SOCIAL PROOF

Every recruitment company could say their clients love them, very few are able to quantify it.

Most people would check the reviews of restaurants when considering their options for dinner in a place they've not been before. Ahead of making large purchase decisions like cars or electronics, people read reviews and gather social proof.

**With a decision as big as changing jobs, it's important to provide as much social proof as possible to back up your claims.**

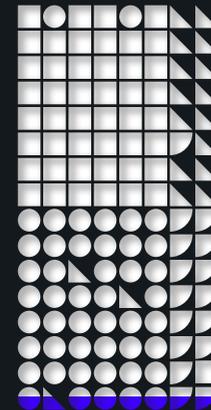
Your potential hires will want to know you're respected by your clients and candidates, so it's worthwhile sharing social proof to reflect the good work you do with external stakeholders, *as well as* the authentic validation needed from your existing people to provide social proof that the career you offer is what is advertised.

*By saying, "don't take our word for it" and providing validation from happy customers, you'll be seen as more authentic and more believable.*



**SELF-PROMOTION KILLS CONSUMER TRUST. SOCIAL PROOF BREEDS CONSUMER TRUST.**

**A 1-star improvement in a company's Glassdoor rating raises the likelihood that a typical employee will stay for their next role by 4%**



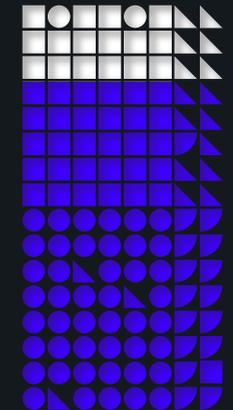
**04%**

**50% of candidates say they wouldn't work for a company with a bad employer brand reputation, even for a pay increase**

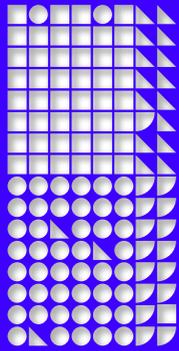


**50%**

**83% of employees and job seekers are likely to research company reviews and ratings when deciding on where to apply for a job**



**83%**



Empower your employees to give granular detail about positive experiences their clients and candidates have had. **Try these tools:**

### SOURCR

Sourcr's a tool which automates the collection of reviews and testimonials from happy clients and candidates. It makes it easy for the clients you've placed with and the candidates you've placed to provide ratings and reviews with a few simple clicks. It integrates with a growing number of recruitment CRMs, and can be embedded on your website and HuntED profile.

Sourcr will help you stand out amongst your competition, not only differentiating your business to clients and candidates but by showing potential hires how well you're respected within your niche sectors.

**50% OF CANDIDATES SAY THEY WOULDN'T WORK FOR A COMPANY WITH A BAD EMPLOYER BRAND REPUTATION, EVEN FOR A PAY INCREASE**



### GLASSDOOR

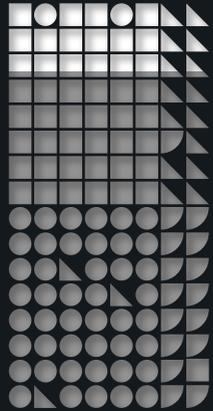
Don't hide your head in the sand, if you've received mixed or even scathing reviews, own it. Everybody appreciates that reviews from disgruntled employees will occasionally pop up, especially when they can leave the review anonymously.

They may take it with a pinch of salt but if you respond to the review in a compassionate and understanding way, whilst discrediting it carefully (if appropriate), you'll have done a lot to change opinion.



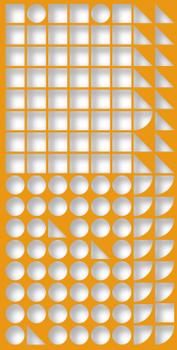
**Embed your Sourcr, Glassdoor and Trustpilot reviews on your HuntED profile to show all of the social proof in the place where most recruiters go to learn about potential employers**

When they believe the organisation fosters an inclusive culture, 83% of Millennials say they are engaged at work.



83%

## EMPLOYER BRANDING & DIVERSITY AND INCLUSION



## EMPLOYER BRANDING & DIVERSITY AND INCLUSION

Today it is imperative to design an inclusive hiring process, where all candidates have equal opportunity to get hired regardless of their background.

Authenticity is key to ensure your initiatives don't backfire. Businesses cannot be seen to be ticking boxes for the sake of it when it comes to diversity. Building a diverse and inclusive culture is not only the correct thing to do from a moral standpoint, it is also critical from a commercial perspective.

Not many businesses will have a truly diverse workforce without an intentional strategy to develop an inclusive organisation. Businesses are not at fault for not being diverse in the same way there's no prizes for companies that happen, through no intention of their own, to be diverse teams. What is important, and what the future generations of hires will be interested in, is whether you have a plan, and how high this ranks on your priorities as a business.

**HIGHLY INCLUSIVE ORGANISATIONS  
GENERATE 1.4 TIMES MORE REVENUE  
AND ARE 120% MORE CAPABLE OF  
MEETING FINANCIAL TARGETS.**

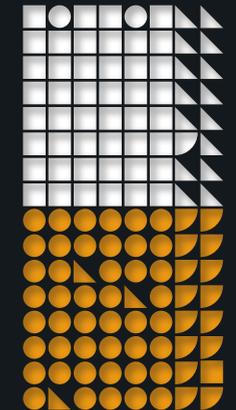


The first step to building a inclusive organisation is to take the pulse to understand how inclusive and diverse your company is today. Although the recruitment industry is, on the whole, a meritocratic field with limited bias to race, gender and education, we can all do more to ensure the industry is more inclusive. Even if your company is not diverse, the first step is to acknowledge that.

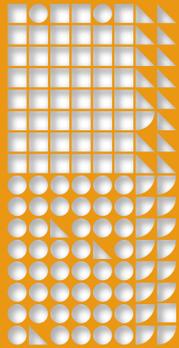
And by understanding where you are today, you can develop aspirational targets for where you'd like to get to. Then you can start working on a strategy to help you realise your ambitions.

A well thought-out D&I strategy that's got buy-in from the top and is invested in by key players in the business, will have a profound impact on many business metrics. A positive impact on employer brand is a significant byproduct of a company taking meaningful action.

**50% of executives  
rate diversity,  
inclusion, equality,  
and environment as  
either the most  
important or  
second-most  
important factor in a  
company's success**



**50%**



**The following are important criteria to include in your D&I strategy and to share with your potential hires:**

### **EDUCATION**

It is important to educate your own people to understand the prejudices that exist in society and in workplaces. There is a unique opportunity for recruiters to learn about unconscious bias to affect their own processes and help their clients understand how to develop more inclusive hiring strategies.

### **ACTIVE MANAGEMENT**

If you don't continuously promote the conversation, the challenges won't remain front of mind. Consider developing an internal board to keep the leaders and the company accountable, to track the data and develop an education program. Consider ways to raise the profile of the issue with your clients and set an example as an inclusive organisation that's active in being a change-maker.

### **REPORTING**

Developing an inclusive culture is not a one-off activity, it's a continuous effort towards an aspirational goal. Without regular reporting, it is difficult to track progress and diversity should be measured like any other important strategic business priority. Define your KPIs and data points to ensure there's no ethnicity nor gender pay gaps, or promotional disparities. More businesses, led by many leading tech brands, are sharing the ethnic, gender and educational demographics of their people. This is a trend we will be seeing more of in the recruitment industry and a really positive, and often brave, step to take.

### **GOALS**

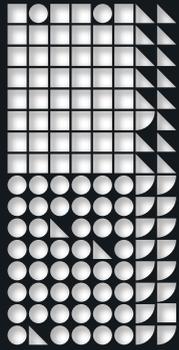
Like any other strategic business activity, it is important to set goals and publicise to your team what you're hoping to achieve. It's a great way to get buy-in from the entire organisation and a cause that will unite your people and strengthen your culture. Which as a result will set you apart as an employer brand.



**Referral schemes can be counterintuitive when developing a diverse workforce. Your existing team, if not diverse, will tend to refer people who would not improve your diversity. Equally if you do have a very diverse and inclusive culture, referrals will amplify it.**



**Hunted run unconscious bias training workshops to help businesses establish best practice internally and develop credible solutions to support their clients divers hiring strategies**



# INTANGIBLE EMPLOYER BRAND FEATURES

This is a harder thing to convey. It is an aggregation of all the tangible benefits thrown in with the “feeling” you get when you get to the office. It could be the buzz of the sales floor or the enthusiasm in your weekly all hands.

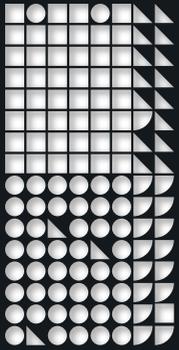
**It’s hard to describe, but it’s one of the most important considerations for people joining a company.**

The only way to offer insight to the intangibles is through other people’s perceptions - having someone else describe their experience of the business and why they get a certain feeling.

The intangible selling points come through via creative mediums to project your employer brand, we will cover this in more detail in Part 5.



**Image, identity and perception are all intangible yet important features of a strong brand.**

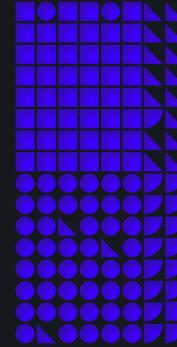


## HUNTED IS HERE TO HELP

**We know what recruiters want.**

We work hard to create content that recruiters want to read. We represent companies in a way that gives job seekers the information they need. Our platform make brands accountable for what they are and what they're not. So recruiters trust us.

We help recruitment businesses connect their employer brands with potential hires. We help you identify what makes your company unique. We help you find the right words to convey your careers information. We enable you to put as much diverse careers content as you can create in front of your target audience. Then we share insights about how well you're doing so you can get better.



### GET IN TOUCH

To learn more about ways we can help you get better at hiring or jump onto a free strategy call with one of our employer brand experts to identify some immediate opportunities to boost your employer brand.



[hello@hunted.com](mailto:hello@hunted.com)



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