Candidate Relationship Mngt

between data-bases and community branding

12.12.2018









Importance of Employer Brand



of candidates

research the firm's reputation and employer brand before applying for job

source: LinkedIn





why is this important?









90% candidate driven market

RECRUITER SENTIMENT STUDY

10%



Employee Value Proposition (EVP)

compensation benefits & career

the balance of the rewards and benefits that are received by employees in return for their performance at the workplace





Candidate Relationship Management

the analysis, planning and optimisation of all candidates touch points with the brand and the resulting positive/negative experience for the candidates



Traditional Marketing Funnel



Candidate Engagement Cycle





candidate experience journey



2





Candidate Experience Studie

80% of the candidates explain to their friends and acquaintances about their application experience

25% share their experience in the social media



why Microsoft acquired LinkedIn?

"After pornography, gambling and shopping, content is the most valuable service internet companies provide."

– Grant Feller on Forbes







FILTERS APPLIED FILTERS X	clear all	Q 7 MATCHES	the usual
Software Engineer × #developer ×		Search Amiya Purdy	candidates data bases
BY READ STATUS	\odot	Software Development Manager #ruby #star Web Developer	textkernel_hr suite
 All Unread Read 	2	Manuel Stradford Senior Software Engineer #ruby #developer	Document date → Last job title ▲ Last job title ▲ Last job title ▲ Last job title java developer +2, ✓ X City Boston, MA ⊕ 50 miles ✓ X
BY JOB 1 selected	\odot	Software Engineer	Nice to have Job title • Image: Compare Candidates Compare Candidates Compare Candidates Save Candidates Save Candidates Compare Candidates Save Candidates Save Candidates Compare Candidates Save Candidates
 Bookkeeper Finance Manager I want to work for You 		Wendell Amore Engineering Manager #ruby Software Engineer	Job codes → Job group → City → Postal code or city → 50 miles O US Boston ⊕ 50 miles Image: Code or city Image: City → I
 Office Manager Operations Manager Software Engineer Talent Pool 	7	Bill Percell Senior Software Engineer #ruby #developer	Nice to have Must have Employers Nice to have Nice to have Must have Nice to have Nice to have Must have Nice to have
Web Developer	7	U worka	between 1 and 2 years / Java Developer at State street bank / boston, MA textkerne



personal profile

- responsibilities / experience

- responsibilities / interests (further development, learning-by-doing, life-long learning)
- team roles evaluation
- availability (hours per week)

customised proposals for qualification & certificates subscription for MarCom news & events

MarCom project / division

- responsibilities to be covered
- 3 scenario to cover up (matrix internal/ external solutions)
- team building and process monitoring
- agile project management





for the company

- measurable result oriented **MarCom solutions**



flexible sourcing



better performance through higher satisfaction and custommade teams



risk reduction and MarCom balance of in/out-sourcing



for the company

measurable result oriented **MarCom solutions**



flexible sourcing



better performance through higher satisfaction and custommade teams



risk reduction and MarCom balance of in/out-sourcing

for the candidates

opportunity for development



opportunity to become a coach and share experience / to get know-how and experience

higher satisfaction through 'touchable' results and diversity of responsibilities

the big gains



for the company

measurable result oriented **MarCom solutions**



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risk reduction and MarCom balance of in/out-sourcing

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opportunity to become a coach and share experience / to get know-how and experience

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the big gains

opportunity for development

for the society



experience transfer throughout generations



agile working approach to enhance the overall work satisfaction



benchmarks across industries hence performance improvement





