

Your Employer Brand IS Your Brand:

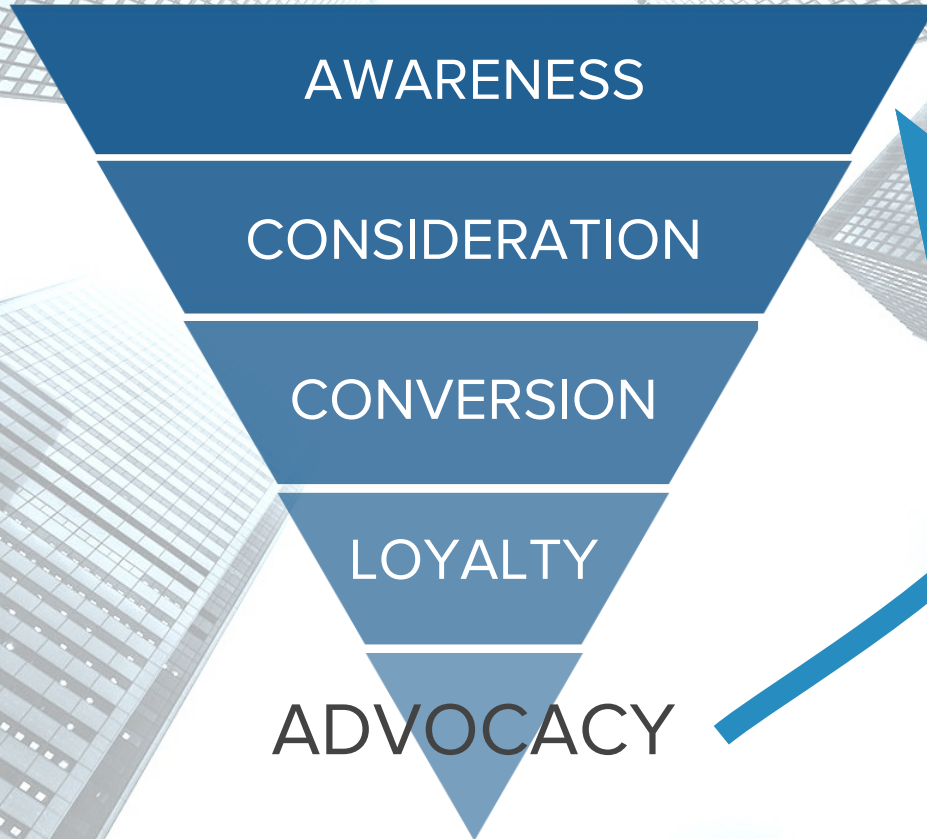
Use the Talent Attraction Lifecycle
to Recruit Candidates

catch
T A L E N T

catch
T A L E N T



New Marketing Funnel



New Recruiting Funnel



SOURCING

INTERVIEWING

HIRING

PROMOTION

REFERRALS

Talent Attraction Lifecycle



TODAY'S AGENDA

- What is Employer Branding -
- The Talent Attraction Lifecycle -
Recruiting, Interviewing, Making Offers,
Onboarding, Promoting, Referring
- Bring it All Together -
- Q&A -

Employer Branding

How does it feel to work at your company?

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75% of professionals are
passive candidates



A person is sitting on a concrete ledge by the water, looking out at a city skyline at sunset. The person is wearing a light-colored shirt and shorts. The city skyline is visible in the background, with several tall buildings. The water is calm, and the sky is a mix of orange and yellow. The overall mood is contemplative and serene.

78%

of candidates decide to apply for a
job before speaking to a recruiter

Employer Brand Leadership

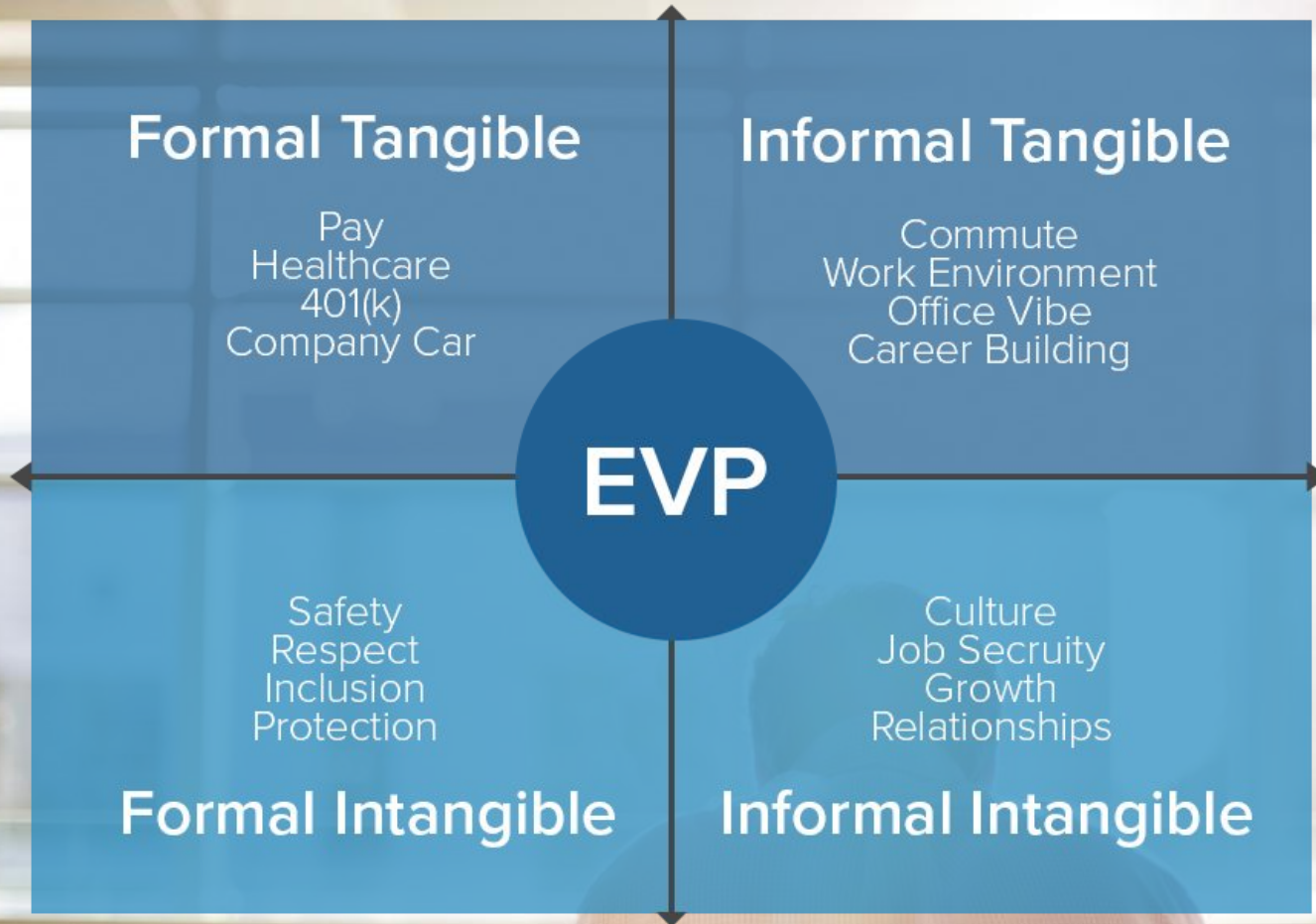
Across every industry, companies are creating employer brand leadership positions and departments to focus on talent attraction.



Employer Branding Execution

What Does it Affect & Where Do Candidates See It?

Careers Websites
Referral Campaigns
LinkedIn Company Pages
Job Descriptions
Interview Questions
Glassdoor Reviews
Social Media Channels
Industry Conferences &
Their Friends and Family!



Discover
Your
Employer
Value
Proposition

Employer Value Proposition (EVP)

EVP is a collection of formal and informal, tangible and intangible, benefits offered by an employer in exchange for employment.

1

Conduct Focus Groups, Surveys, & Interviews

Use multiple methods to reach across company and determine perceived benefits.

2

Determine Underlying Value of Benefits

If healthcare is a benefit, the value is security for family, being treated as a person, and company is altruistic.

3

Leverage EVP for Attraction, Retention, & Engagement

Apply the values to the different stages candidate's employment lifecycle.

Talent Attraction Lifecycle



Talent Attraction Lifecycle





Recruit Great Talent

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Career Page Anatomy

Some of the things you should include are:

Why Work at Your Company

Day in the Life

Your Mission

Perks and Benefits

Job Openings

Meet the Team (Quotes, Photos, Videos)

Core Values

Products & Services

Major Call to Action (Join the Team!)



Making commerce easy.

Our software makes it so easy to use, that Square Reader makes you Square, so simple, so simple, so simple. You can use Square to accept payments, track inventory, manage your business, and more. It's so easy, you can be up and online in under 10 minutes. So easy, you can be up and online in under 10 minutes.

Small teams, big impact.
Our software is built for small teams, and designed to be easy to use. So simple, so simple, so simple. You can use Square to accept payments, track inventory, manage your business, and more. It's so easy, you can be up and online in under 10 minutes. So easy, you can be up and online in under 10 minutes.

[See Square Engineering Blog](#)

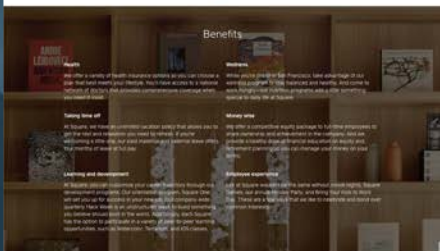


A Friday in the Life

See an experienced engineer take us on the job. Each week with a new Square Reader, we'll show you how to use it. So simple, so simple, so simple. You can use Square to accept payments, track inventory, manage your business, and more. It's so easy, you can be up and online in under 10 minutes. So easy, you can be up and online in under 10 minutes.



[View all jobs](#)



Company Information

Headquarters

1855 Central Expressway, Suite 400
San Francisco, CA 94134



Want to join the band?

Team	Product	Business
Can you help build the future of the internet?	Want to get your hands on Spotify and make it more fun?	Ready to change the world that got the world so wrong?
Learn more	Learn more	Learn more

Meet some of our folks



Meet the team



These are exciting times here at Spotify. We're always on the lookout for more talented people to join our unique band. Apply online today!



Be part of something big

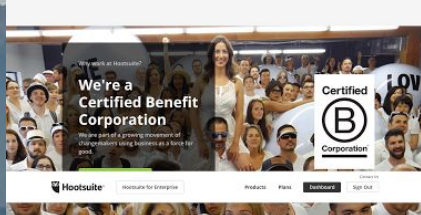
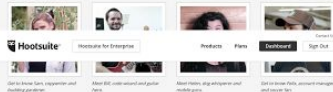


Give communities a voice
Transform lives of one area products that help solve and design unique solutions when they need it most.

Connect brands to the world
Empower the world's top brands to deliver quality customer experiences through social media.

Spark exciting conversations
Combine popular culture and big data to build up ideas for building, branding, and trending viral campaigns.

Live the #hootsuitelife with these passionate folks



Current job openings

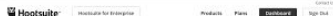
Search in

Awesome (1)

Awesome! Apply Here! [Apply](#) [Close](#)

Corporate Development & Hootsuite Labs (1)

Director, Hootsuite Labs [Apply](#) [Close](#)



PEOPLEMATTER Software Results Company Resources [VIEW SITE](#)

Careers at PeopleMatter

As great people, doing great things, having a great time while doing it.

Think you're a great fit?

[VIEW ALL JOBS](#) [VIEW OPENING BY TEAM](#) [VIEW OUR OFFICES](#) [TALK TO A HIRER](#)

Why we're here

We're on a mission to change the way employers and employees interact and make it better.

Make it meaningful. Make it easy. Make it fun.

And we're making some really cool workforce management software to do just that.

See how we're making a difference for customers today.

[SEE RESULTS](#)

What working here is really like

We work hard to play hard and know that building a billion-dollar company isn't easy.

It'll take a lot more long days and late nights to get there, but we know there'll be a lot of late-after happy hours and margaritas (and a few along the way to make it all worth it).

Sound like a place you'd like to work?

[SEE OPENINGS](#)

PeopleMatter Job Openings

Click the tabs below to view more job openings.

Products & Engineering Sales & Marketing General & Admin Support & Services

- Software Engineer III - Charleston, SC [View Job](#) [Apply Now](#)
- Software Engineer I - Charleston, SC [View Job](#) [Apply Now](#)
- Interaction Designer I - Charleston, SC [View Job](#) [Apply Now](#)
- DevOps Engineer - Charleston, SC [View Job](#) [Apply Now](#)

We use our software to track, we use it. This block is built using PeopleMatter (TM) and product content, published.

What to expect when you're applying

What our team members have to say about working at PeopleMatter

Miguel Egon

PeopleMatter Core Values

Do the right thing. Speak your truth by sharing your convictions. Own your actions.

INTEGRITY

TEAMWORK Cultivate an environment of open communication, respect, feedback and support. Embrace each other's uniqueness. Sprint together, win or lose together, and collaborate together. Persevere until we get results.

INNOVATION Listen, look for and pioneer creative solutions. Take risks, fail fast, learn quickly and move forward.

EXCELLENCE Start by getting the details right. Continuously raise the standard. Build quality into everything we do. Make our best better every day.

SERVICE Always provide an exceptional experience. Make other's' lives better. Live hospitality. Leave people smiling... 'til their faces hurt.

[DOWNLOAD CORE VALUES PDF](#)

A little bit about us

- 32% of us own dogs... and fall bring Fido to work with us.
- We've got 50 different alma matters, including Yale, MIT and Kent State.
- 75% of us admit to having a Mario Kart obsession.
- 1 in 10 of us walk to work every business day.

Find out more about our team. [DOWNLOAD PDF](#)

See how we got to where we are today

[VIEW YouTube](#)

Meet some of the cool people you'll work with

Andrew Evans, Software Engineering Manager

Marianna Yarns, Software Engineering Manager

Liz Dillon, Software Engineering Manager

Miguel Escamilla, Software Engineering Manager

[VIEW ALL TEAM MEMBERS](#)

"I love being able to work from a lounge chair on the roof with the best view in Charleston."

#OhHutPeopleMatter

PeopleMatter Benefits and Perks

- Unlimited vacation
- Five health plans for the team, members starting Day 1
- 4 weeks paid parental leave after 3 years of full-time service
- Company paid short and long term disability
- 401k with 2% company match
- Maternity and paternity leave
- \$3k annual educational reimbursement
- Company stock options

That's not all! See what else comes standard at PeopleMatter.

See the cool stuff you'll get to work on

[VIEW PRODUCTS](#)

A little bit more about us

- 60% of us pick Mac over PC... sorry Dell!
- 7 out of 10 consider ourselves "foodies"
- Email is our #1 go-to for grabbing a bite downtown
- 80% agree our fav thing about PeopleMatter is the people.

Find out more about our team. [DOWNLOAD PDF](#)

"Small-company feel, fast-paced, start-up culture ... every day is different."

#OhHutPeopleMatter

How to find us

PeopleMatter HQ
485 King Street
Charleston, SC 29401

Talent Attraction Lifecycle





Interview Candidates

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TALENT



Talent Attraction Lifecycle





Make the Offer

Talent Attraction Lifecycle





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Onboard Your Talent



IDEA

Use a Buddy System

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Talent Attraction Lifecycle





Promote Your Company

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66%

of candidates believe interactions with employees are the best way to gain insight into a company.



Enlist Your Social Army

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Refer Your Network



Campaign Theme + Rules

Kickoff Email & Event

Social & Email Samples

Social Media Content

Landing Page

Track & Communicate Results

Talent Attraction Lifecycle





Questions?
Answers?

About Catch Talent

Catch is a recruiting and employer brand agency that delivers talent attraction and marketing services to growing technology, manufacturing, and engineering companies.

Based in Charleston, SC
35+ Years of Technical Recruiting Expertise
Local and National Clients

We specialize in the talent marketing lifecycle by recruiting, screening, and qualifying the best candidates, then developing employer brands that attract the next wave of talent and customers.

How We Help Businesses Grow

Recruiting Services

Attract the talent and hire the best candidates with:

- Talent Attraction & Engagement
- Position-Specific Sourcing
- Pre-Screen, Qualify, & Select Candidates
- Talent Pipeline Development
- Interviewing Strategy & Development
- Strategic Partner & Liaison

Employer Branding

Promote your talent to future recruits and customers with:

- Employer Value Prop Development
- Employee Referral Campaigns
- Career Website Development
- Social Media Engagement
- Reputation Management
- Executive Branding

A blue-tinted background featuring a silhouette of a person with their arms raised in a celebratory gesture, set against a faint city skyline. The person's head is in the center, and their arms extend towards the top corners of the frame. The skyline includes several skyscrapers, with one prominent spire on the right side.

catch

T A L E N T

Thank You!

catch
T A L E N T