

Lunch & Learn: 'Adding Value Through Employer Branding'

February 18th, 2025



Powered by
Strive

Missed the Session or want to watch it back?

Watch the recording here:

<https://youtu.be/8z48NeTB00w>

SECTION No: / 01

Today's Sponsors

/01

Powered by:



Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

Learn more [here](#)

Sponsored by:



Pinpoint

Pinpoint is the ATS that makes complex hiring simpler.

Whether you need to recruit across different cities or countries, desk-based and desk-less workers, or early career and experienced professionals—Pinpoint can help with that.

You'll get the **flexibility**, **control**, and **ease of use** you need to manage all your hiring without compromise.

Get today's hiring under control and prepare for tomorrow's strategy, without adding hurdles for recruiters, hiring managers, or candidates.

Move faster, but leave no one behind.

Learn more [here](#)

A special thanks to Pinpoint for sharing their employer branding strategy template!



Pinpoint

- Step-by-step guide: We've done this before, benefit from our experience and follow the step-by-step process to create your employer brand strategy.
- Focus on the outcome: Every step of the process is easier with this complete guide.
- Implement your strategy: Once we've helped you create your strategy, we'll show you how to implement it.

[Find the document here!](#)

SECTION No: / 02

Today's Speakers

/02

Thank you to our Guest Speakers!



Hannah Heath

Talent Acquisition Lead
Drata

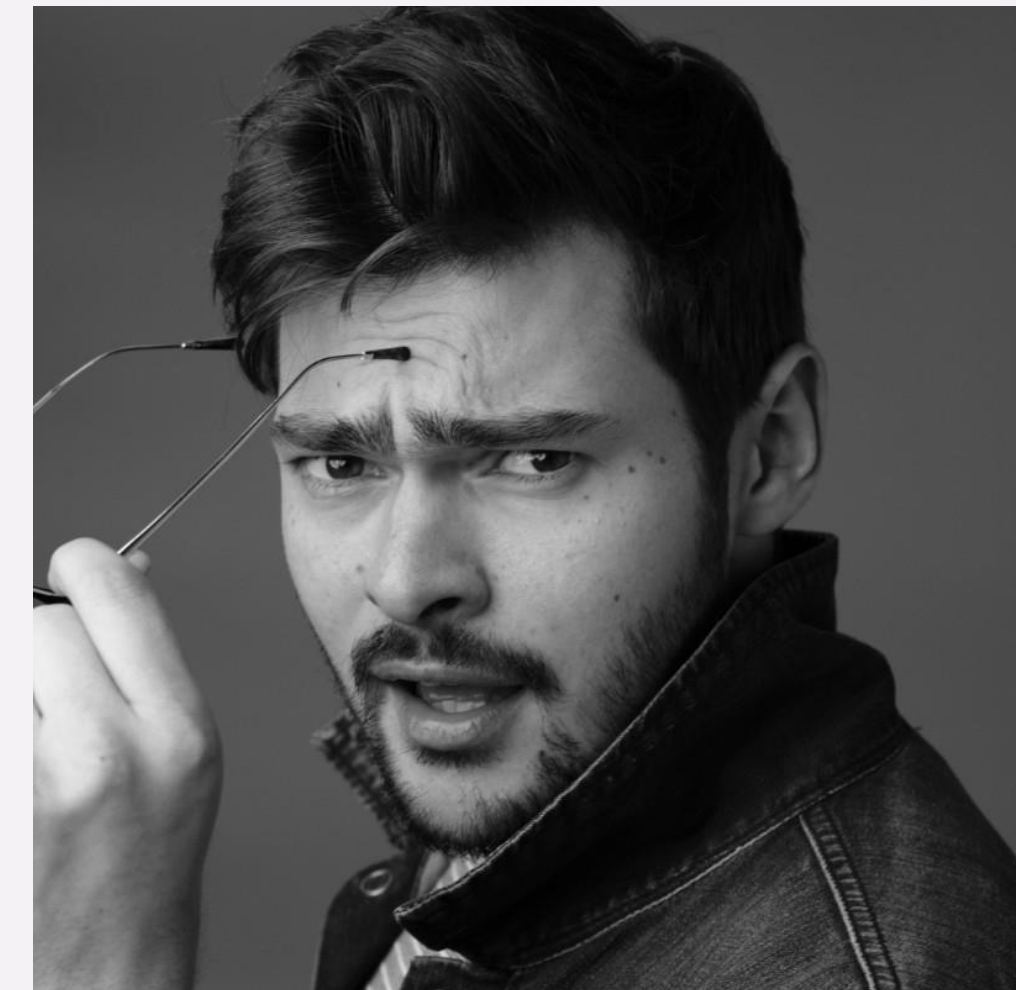
Connect with Hannah [here](#)!



Meg Batterbury

Senior Talent Operations Specialist
incident.io

Connect with Meg [here](#)!



Evan Atkinson

People Experience Manager
Redpanda Data

Connect with Evan [here](#)!

SECTION No: / 03

Where to start when creating an Employer Branding Program

/03

"Employer branding isn't just about showcasing
a great workplace
—
it's about shaping an authentic narrative that
attracts the right talent and keeps them
engaged."

Select Key Stakeholders

To drive large initiatives, its critical to involve the right stakeholders.

1. Form a steering committee
2. Conduct branding sessions
3. Create content with voice and tone that came from branding sessions
4. Create visual design assets - banners, social posts, career page enhancements etc
5. TA enablement: Create a pitch script with voice and tone for TA, create a central folder with assets they can use for their email templates, candidate touch points, and sourcing messaging
6. Create a content calendar to ensure cadence is not too noisy but consistent

Form a Culture Ambassador Group

Creating a Culture Ambassador group allows for a steady stream of fresh, authentic content.

To keep perspectives dynamic, consider rotating members biannually. Ideally this group includes individuals from each department, diverse backgrounds and at every level.

A few ideas:

- “Just hired” social card for social channels
- Highlight videos that give candidates insight on the entire employee experience.
- Candidate FAQ before or after the TA screen
- Talent community for nurturing passive candidates
- Interviewing team videos / prep materials

Announce Initiatives and keep Teams Updated

Employer branding shouldn't operate in a silo!

- Announcing initiatives at all-hands meetings and keeping the direct team in the loop ensures everyone is aligned.
- Transparency encourages participation and helps maintain momentum.
- Choose a quarterly cadence to report on key data points - website traffic, conversions, engagement with company social channels, influx in applicants etc.

Choose your Social Channels

Not all platforms serve the same purpose. Be intentional where you showcase your employer brand.

- Platforms like BuiltIn, LinkedIn Life pages, and Comparably offer great visibility for company culture and employee experiences.
- Align your content with the strengths of each channel.
- BuiltIn is great for employee content, round up articles, in depth view inside company culture
- LinkedIn highlights open roles, employee testimonials, Life @ pages
- Comparably has an easy platform for gaining recognition and highlighting these awards

Align with Talent Acquisition

To ensure employer branding efforts are effectively integrated into recruiting, we should regularly report back to the TA team.

This includes sharing:

- Fresh ideas and resources
- Areas of improvement based on analytics
- Adjustments to messaging tone for sourcing
- Updates needed

Consistency between branding and recruitment messaging strengthens credibility and engagement.

SECTION No: / 04

Creating your Employer Branding Presence

/04

Getting Started

- What is your objective for launching?
- Cadence
- Content
- Advocates
- Timing


Planning

- Keep it simple
- Planning time
- Schedule
- Templates
- Tracking and tagging
- Curate, don't create, for your team

General / ... / Employer Branding / LinkedIn Q1 Game Plan

Edited Aug 13, 2024

Share



LinkedIn Q1 Game Plan

Table

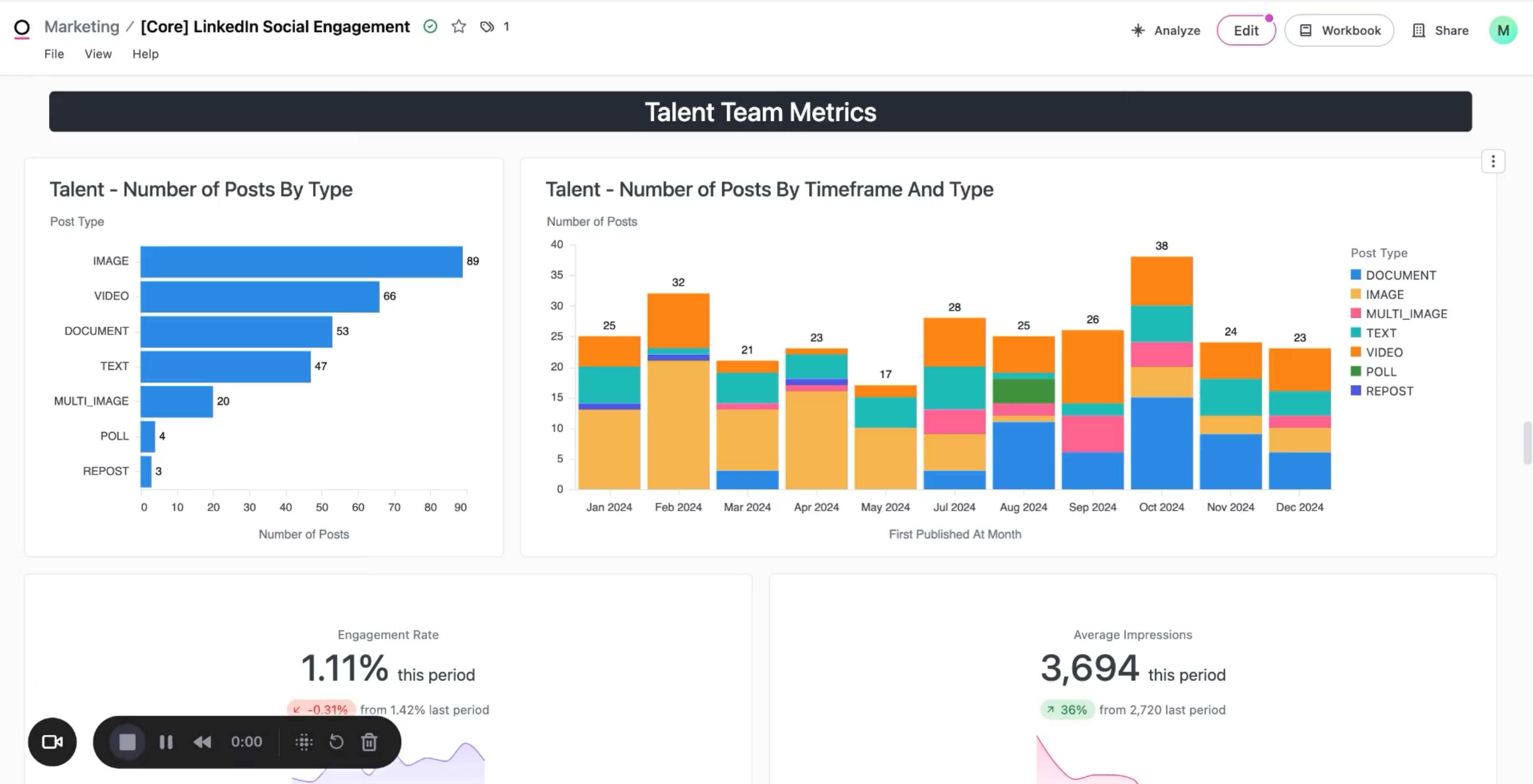
Aa Idea	Due Date	Status
2024 roles kick off	January 8, 2024	Completed
The debrief 2023 episode	January 11, 2024	Completed
Alicia - Office First	January 12, 2024	Completed
New starters breakfast	January 15, 2024	Completed
AI Launch	January 16, 2024	Completed
Talent Team Dinner	January 19, 2024	Completed
ProdDev Teams/Flags	January 22, 2024	Completed
Sam - Design Partners	January 25, 2024	Completed
New starters	January 29, 2024	Completed
LFOTM Post	January 31, 2024	Completed
How we hire	February 2, 2024	Completed
NYC office photos	February 5, 2024	Completed
Eng Manager	February 7, 2024	Completed
Enterprise SM	February 9, 2024	Completed
New starters	February 12, 2024	Completed
I work in a start up	February 14, 2024	Completed
Vestaboard	February 16, 2024	Completed
Platform Engineer	February 19, 2024	Completed
Legal Counsel	February 21, 2024	Completed
Slack channels	February 22, 2024	Completed
First pawspenders	February 26, 2024	Completed
First pawspenders	February 26, 2024	Completed

COUNT 33

0:00

Review

- Check in
- Performance
- Tracking and tagging
- Future ideas
- Candidate experience
- Feedback



SECTION No: / 05

Defining Internal Employee Experiences

/05

Creating an Authentic Employee Experience

- Your employer brand needs to be authentic to your actual employee experience.
- Invest in programs and initiatives that support the internal employer brand.
- What does working at your company feel like? What is the most memorable part of working at your company?

Defining the Employee Experience

Cockroach Labs – Respect, Learning, Connection

- Respect – ERGs, Communications Guides, Unconscious Bias Trainings
- Connection – A robust social calendar, emphasis on cross team collaboration and celebration
- Learning – Learning resource budget, coaching program, lunch and learn program

Redpanda – Doing the best work of your career with the smartest teammates

- Emphasis on our hiring bar and employee autonomy
- Supporting flexible working styles

Acquisition and Retention

- Share your external employer branding content internally!
- Ensure that you have an internal experience that matches and surpasses how you advertise yourself externally.
- Spend as much time and effort retaining your employees as you do attracting them.