

Beyond The Basics

Job ads alone just won't cut it

Presented by: Ewan Anderson

01/09/2022

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The Details Matter



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Build Your Employer Brand

Beyond The Basics



What is an ~~Employer~~ Brand

Beyond The Basics

Tone and Tactics

- Top three male- gendered words:
 - Lead
 - Analyse
 - Competitive
- Top three female- gendered words:
 - Support
 - Responsible
 - Understanding
- 73% of millennials found their last job through social media channels



Beyond The Basics

Retention

- Confidence in leadership
 - Culture of trust
 - Outputs not Inputs
- Learning and development opportunities
 - A learning culture
- Employee wellbeing
 - 50% suggesting they are feeling burnt out
- 3.5 times more engagement from employees





Thank You

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