

CAREERS WEBSITE DEVELOPMENT AND RECRUITING BRANDING



Careers Website Development and Recruiting Branding

The careers website is often a candidate's first impression. A careers website can tell you a lot about an employer, such as if thought and planning went into the candidate experience, or if the employer makes it difficult or easy to apply for jobs, or even if there is the impression that the employer has high turnover. Synergy Global Resources can help you create the ideal careers website center for you budget, function, and message.

Your recruitment brand communicates to employees and prospects what your company stands for, making it essential that you work on your recruitment brand if you aspire to become an employer of choice and attract the best candidates. A recruitment brand encompasses all of the thoughts, feelings, perceptions and ideas that candidates and employees associate with your company as a potential place to work. Synergy Global Resources can create and communicate a compelling and unique perception of your company in the minds of target candidates and employees that attracts, subtly encourages and retains them. Your recruitment brand best describes what it feels like to work for your organization.

Benefits of an effective recruitment brand:

- Motivates 'target' candidates to choose you as an employer
- Promotes strong external Public Relations through 'word of mouth'
- Allows for greater consistency of message when 'selling' to applicants during the hiring process
- Enables external recruiters to accurately explain your mission, culture, ethics and goals to potential candidates without direct experience of having worked as an employee of the business
- Strengthens internal philosophy in what teams of individuals are trying to achieve as a whole and improves retention
- As your Recruitment Brand is strengthened and you begin to successfully attract the best and most talented candidates, you evolve into an Employer of Choice.

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