



ancor

Бренд работодателя 2023

Дарья Афанасьева

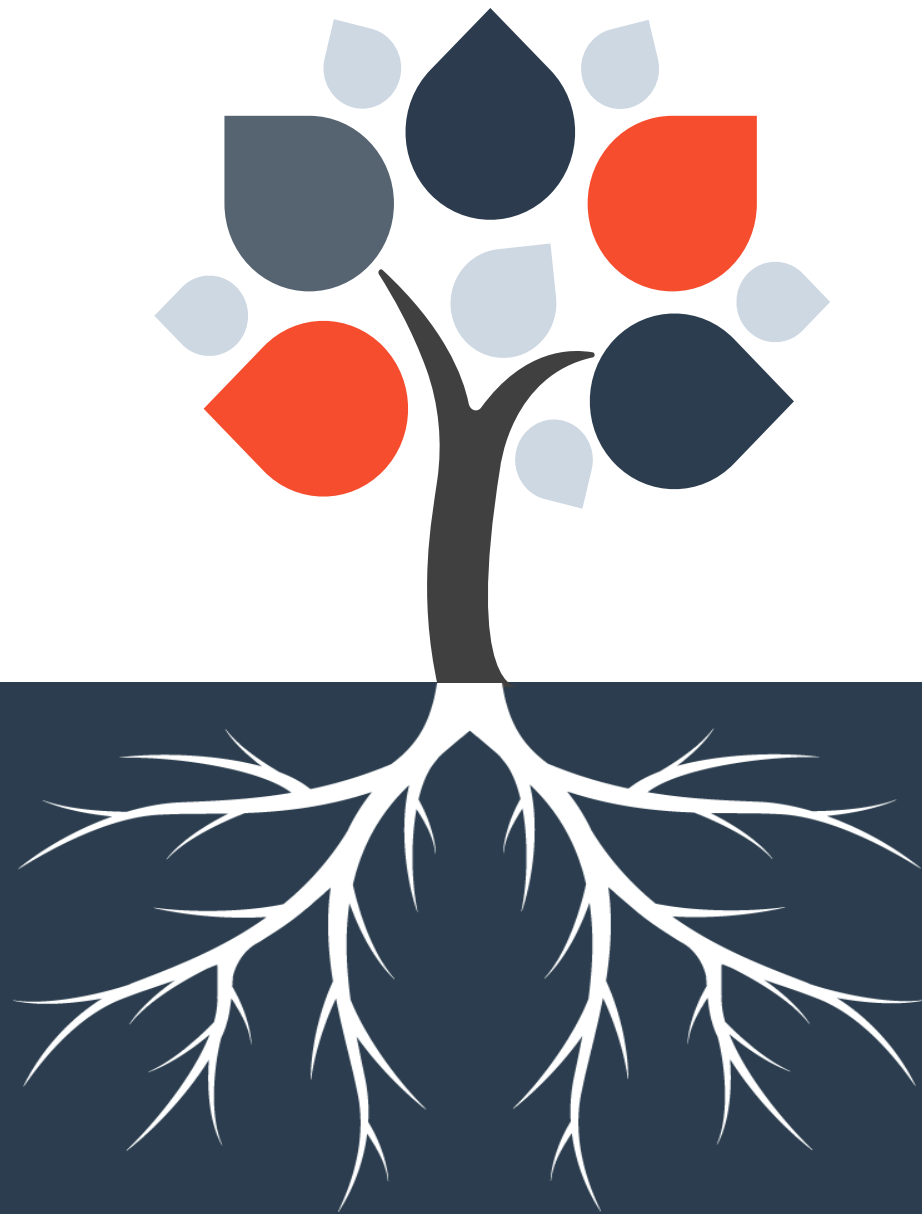


Имидж работодателя

есть всегда

Вопрос в том,

Управляем ли мы им



EVP и Бренд работодателя



Если проводить аналогию с продуктовым маркетингом, то

EVP – ЭТО ОПИСАНИЕ ПРОДУКТА

Представим,
что наш продукт –
не работодатель, а

МОЛОКО



БРЕНД РАБОТОДАТЕЛЯ

это образ компании,
который сформировался
в сознании людей



EVP

БРЕНД РАБОТОДАТЕЛЯ

Тактика



Стратегия

Краткосрочные результаты



Долгосрочные результаты

Рациональный выбор



Эмоциональная связь

Кандидат, принимающий решение



Кандидат, мечтающий работать у нас

Можно скопировать



Невозможно скопировать

HR-метрики, зависящие от бренда работодателя

- Время найма
- Стоимость найма
- Количество откликов
- Конверсия

- Текучесть
- Вовлеченность
- eNPS



Работа над брендом работодателя



Разработка EVP и бренда

Employer Brandbook



Внедрение в бизнес и HR-процессы

**Качественный опыт
кандидата и сотрудника**



Внутренние и внешние HR-коммуникации

**Узнаваемость и
привлекательность**



Опыт кандидата и сотрудника

Опыт кандидата и сотрудника



73 % ТОП-работодателей:
что опыт сотрудника (EX) – ключевая составляющая
работы над брендом работодателя

Сотрудники в центре коммуникации

Сотрудники в центре коммуникации



10 Practices To Help Your Employees Shine During High-Pressure Times



Vivian Hairston Blade Forbes Councils Member
Forbes Coaches Council
COUNCIL POST | Membership (Fee-Based)

Are You Letting Your People Shine?



Glenn Leibowitz
4x LinkedIn Top Voice | Marketing Communications Leader at McKinsey | Founder, Write With Impact Academy | Inc. Magazine call...

236 articles + Follow

November 7, 2014



Back in the mid-90s, fresh out of graduate school, I worked as an account manager in the Taiwan branch of a multinational advertising agency. I helped

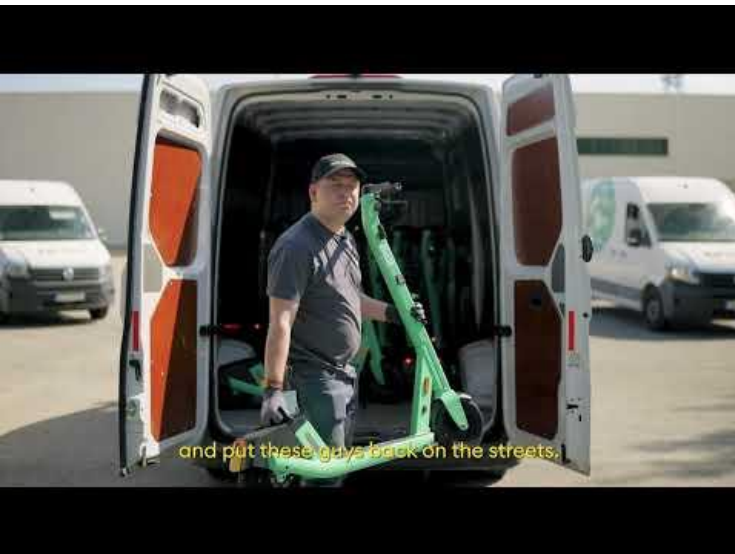
my clients—marketing managers at iconic consumer brands—to plan and execute advertising campaigns.

Want Your Employees To Shine? Build Them Better Managers.

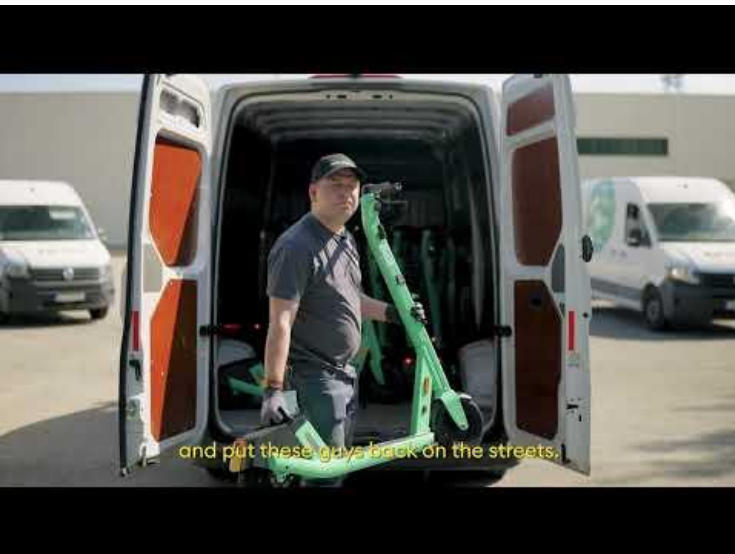
By Kelly McArdle | September 27, 2019 | Leadership Consultation, Organizational Effectiveness, Piece it Together, Training & Development



Сотрудники в центре коммуникации



Сотрудники в центре коммуникации



Hear from Microsoft employees

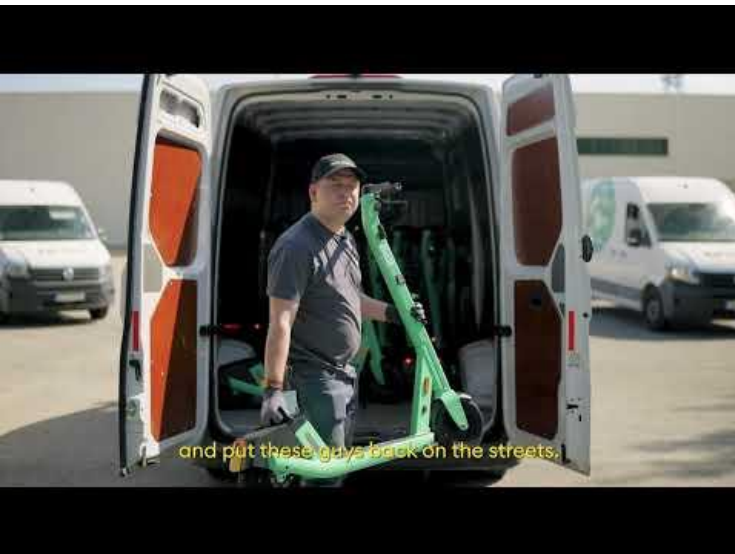


"At Microsoft, you'll be empowered to work on things that you're passionate about. You'll be given autonomy. Your ideas will matter."

— *Lauren, Principal Cloud Solution Architect*



Сотрудники в центре коммуникации



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What We Do

Across JPMorgan Chase, we serve millions of customers and many of the world's most prominent corporate, institutional, and government clients—managing assets and investments, offering business advice and strategies, and providing innovative banking solutions and services.



Sandhya, Software Engineer

"Success to me is to have the courage of my convictions to turn a vision into reality. It's making today better than yesterday."

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Jose, Global Wealth Management Investor Analyst

"Everything happens for a reason, but going hand-in-hand with that, whenever you fail, you have to take the opportunity to learn from it."

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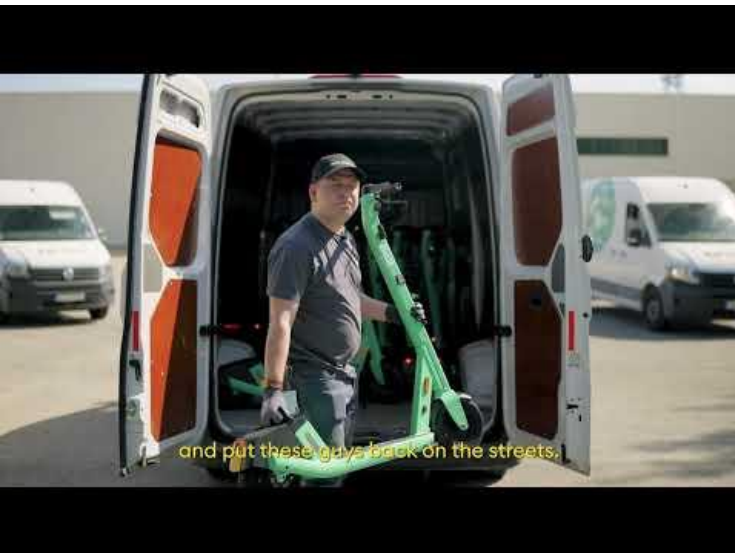


Judith, Senior Credit Card Specialist

"I've always been the type of person who likes to help people, especially if I'm knowledgeable on the subject. So sharing my knowledge definitely helps me to feel successful."

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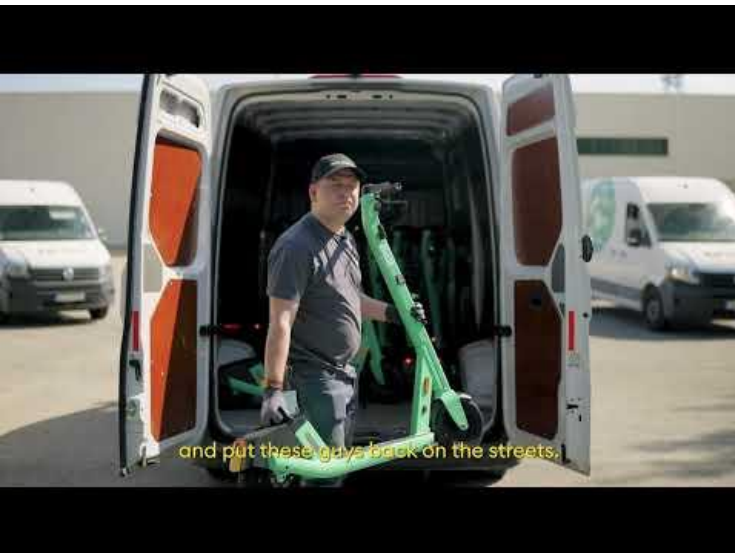
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Звёзды «АЛРОСА ИТ»: Денис Котелевский

23 января

Сегодня мы познакомим вас с Денисом Котелевским, ведущим специалистом направления автоматизации и отчетности ИТ. Денис родился и вырос в Мирном, а после возвращения из армии подал заявку на вакансию в Мирнинской геолого-разведывательной экспедиции. Но это было только начало.



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Подчеркивание смыслов

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Kolesa Group

Вакансии Академия Мы Kolesa Upgrade Исследования IT-рынка О компании

Помогаем 12,5 миллионам пользователей продавать квартиры |

ДАВАЙ С НАМИ!

Подчеркивание смыслов



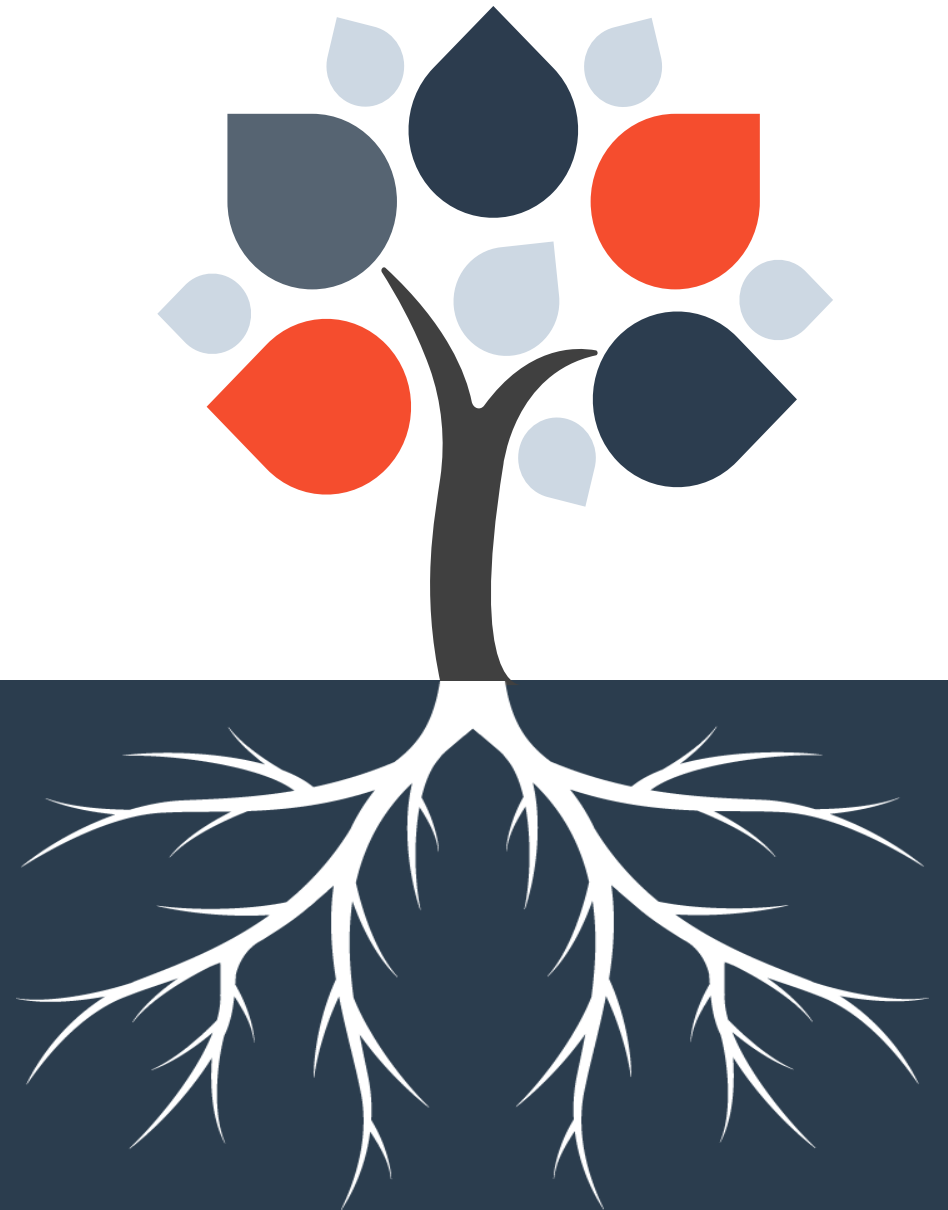
English (Global) ▾

Make millions of people
look forward to going
home.

Keyword

Location

🔍 Search jobs





Спасибо за внимание!

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