

diversity

RECRUITMENT BRAND

BEST PRACTICES IN DIVERSITY RECRUITMENT & RETENTION

The Diversity Jobsite companies for diversity have demonstrated increased recruitment over 10 years from traditionally under represented groups using proven best practices, such as strong relationships with professional organisations aimed at multicultural groups.



These companies, as well as those on the Diversity Jobsite companies for diversity, **take advantage of diversity oriented job boards and brand themselves as diversity leaders.** They use collateral material, such as diversity annual reports as well as their corporate web sites to brand themselves externally as diversity leaders.

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4 WAYS TO DEVELOP YOUR RECRUITMENT BRAND





Good employment brands can help you attract top recruits, but a branding failure means the best talent may not even know your company's name. Worst-case scenario: What job seekers know about your organisation makes them not want to work there.

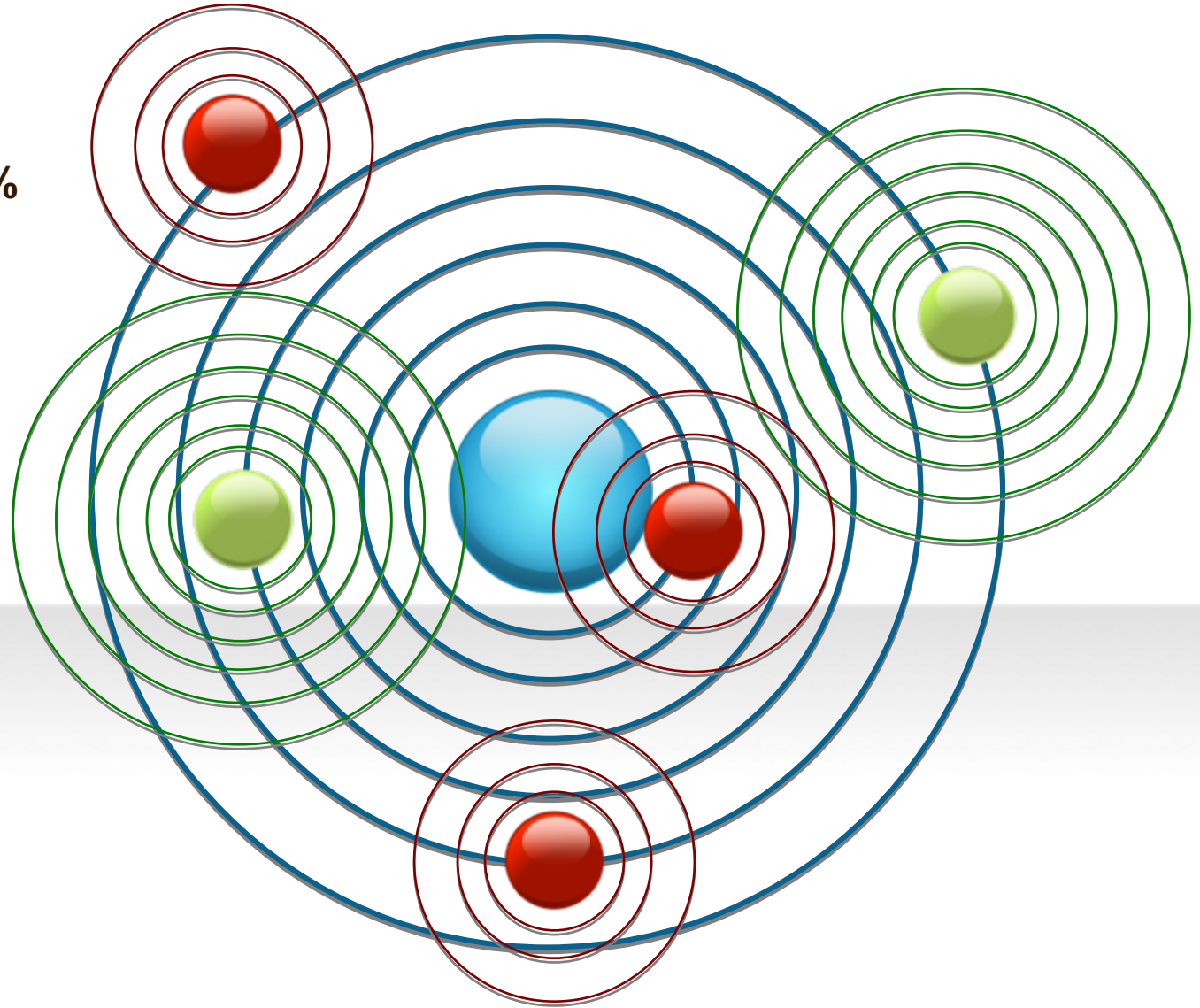
To better understand the stages of corporate diversity, contact us at 01722 335 277 or support@ethnicjobsite.co.uk

facts & figures

 Branding provides a competitive edge in recruiting efforts **89%**

 Branding helps retain top talent **60%**

 Branding helps attract top talent **66%**



**Branding Wins
Employees and
Customers**

A

Branded Home Page Banner. They're great traffic drivers, as by clicking on your banner, job seekers are taken to either your company profile, your job ad, job search results, or your website.

B

Branded Home Page Button
Links are non-animated advertising which appear at the home pages, providing a high-visibility short-cut straight to your information. Designed to attract the attention of visitors to the site, logo links are an excellent way to build your brand equity and drive prospective candidates.

C

Annual Subscriptions

The annual subscriptions includes a set of selected services which can keep your HR tasks running smoothly. The package is designed to minimize the resource it takes to get your vacancies in front of the leading network of black, minority and ethnic applicants.

All annual subscription job listings must be used within 12 months of purchase.

“Brand power” impacts at least 5% of stock prices, while “financial strength” only accounts for 6%

Source: Dun & Bradstreet

3 EASY WAYS TO STRENGTHEN YOUR DIVERSITY RECRUITMENT BRAND

For more information please call
0845 257 0334 or
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