



Online Event

# How to Tackle the Recruitment Crisis with Employer Branding



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SUCCESSFULLY  
DELIVERING ONLINE  
VISIBILITY FOR  
AMBITIOUS CLIENTS

[www.wagada.co.uk](http://www.wagada.co.uk)





# The Recruitment Crisis



- **Labour shortages**
- **Cost of living crisis & higher wages**
- Post COVID-19: **'The Great Resignation'**
- Shift in employee needs: **Old World vs New World**



# The Old World

- Work to make a living
- Commute to work
- Value benefits
- Juggle work and life



# The New World

- Money/benefits are important, but also is **purpose**
- Connect to work from **anywhere**
- Value **people**
- Work/life **balance**



# HOW CAN WE TACKLE THE RECRUITMENT CRISIS?

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# START WITH OBJECTIVES

**What do you want to achieve?**

***Reduce time to hire*** by 20% in 6 months

***Increase page views*** to recruitment landing pages by 25% in 6 months

***Reach*** the right type of people



## **SOLUTION: EMPLOYER BRANDING**

An employer brand is a set of **attributes** and **qualities**, often intangible, that makes a company distinctive and attractive.





# WHAT MAKES YOUR COMPANY DIFFERENT?

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# Company Values

# Company Values

Beliefs & principles  
that drive your business.



- Human
- Innovation
- Respect
- Belonging
- Passionate
- Commitment to each other





Culture 

# Culture

Attitudes and behaviors of a company and its employees.



- Family
- Supportive
- Aspirational
- Valued
- Shared goal
- Empowering



# Flexible Working







# Training & Development





A close-up, low-angle shot of a person's legs and feet as they walk up a set of stone steps. The person is wearing dark-colored athletic sneakers with light-colored soles. The steps are made of large, rectangular stone tiles. The background is a blurred outdoor setting with green foliage and a wooden fence, suggesting a park or a natural trail. The lighting is bright and natural, creating soft shadows on the steps.

Put yourself in their shoes

**What do  
they want?**

## Why join us?



### Flexible working

The ability to work flexibly is key to ensuring our colleagues can have a rewarding career and a healthy lifestyle balance.

[Find out more about flexible working >](#)



### Wellbeing

We encourage a culture of wellbeing and inclusivity, we recognise how diverse our workforce is and provide a range of Health & Wellbeing services and products to meet the varied needs of our colleagues.

[Find out more >](#)



## THIS IS CAE

By believing in Culture First, we believe in the combined strength of our people, in every discipline, to manage the competing interests of everything outside our control and trust that it's our approach that will deliver the best outcomes for the long term.

Our culture allows us to adapt and face any situation in the knowledge that by being authentic, our customers, partners and the wider community will see that delivering against our purpose is directly responsible for helping their success.

What makes us unique is the way in which we do things.

What defines the way we do things is our culture.

This is what makes us Culture First.



# Developing your Employer Value Proposition (EVP)

What your company offers  
employees.



- Base it on **values**
- **Ask** your staff
- How are you **different?**
- How you want to make people **feel**



*We always do right:  
We are **inclusive**.  
We are **empowering**.  
We are **human**.*





MESSAGING IS KEY

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# Powerful Messaging



Dare to **be yourself** & feel like  
you belong

Inclusive &  
Belonging

There's no one thing that makes you unique.  
**Who you are, what you love, where you come from & where you dream of going all make you, you.** We want your unique perspective to help us make the whole world look, feel & do good. Together, we can create a more welcoming fashion industry.



## CULTURE

McDonald's employees come from all walks of life, but share a common approach: positivity. Because, we're not just a collection of restaurants. We're a team, a family, and a community that supports one another. Things move fast at McDonald's, whether we're serving our customers or helping our people build their futures. Let's be part of something together.

# Togetherness







**Don't just  
watch it.  
Be part of it.**

**itv  
JOBS**

Create excitement



All About Children



Home



About Us



Careers

We are  
Nothing Without You 

Discover More

Valued





**We're building a stronger, kinder, greener Society**



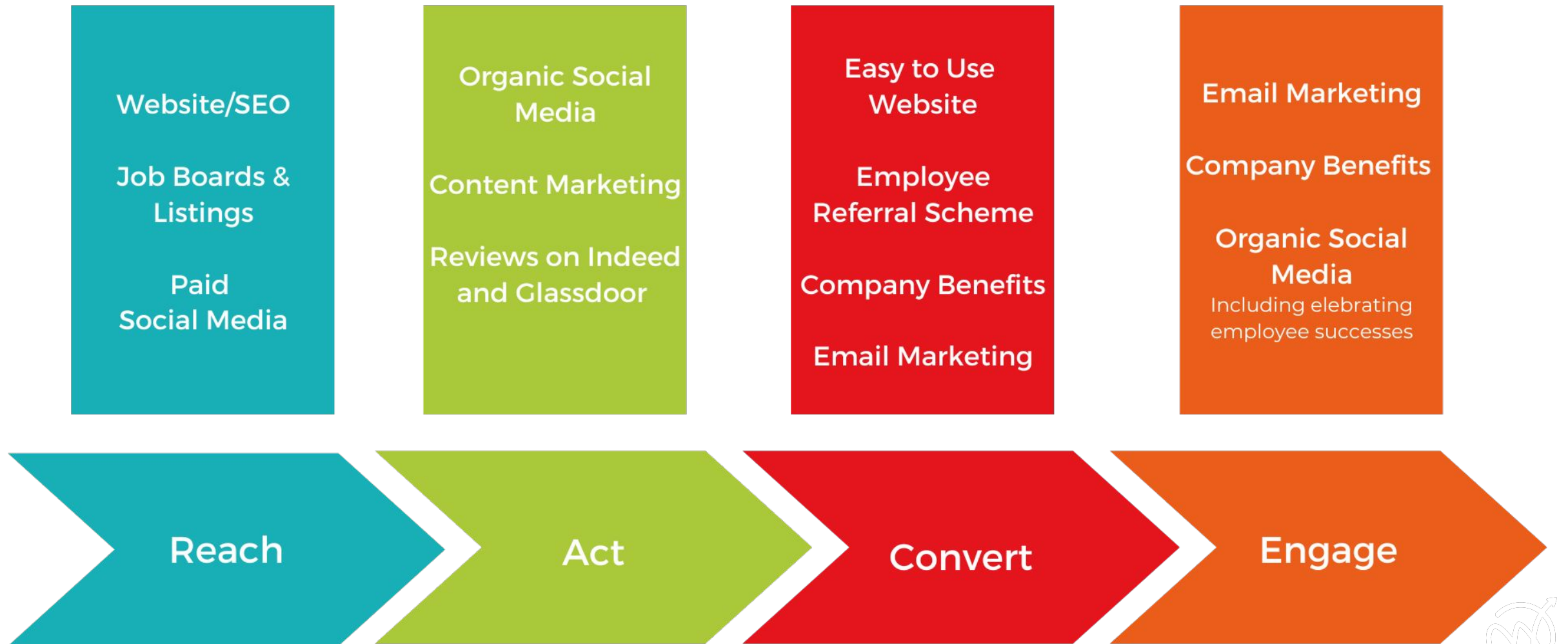
**Visionary & shared goal**



# MARKETING TACTICS THROUGH THE EMPLOYEE JOURNEY

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# Employee Journey





# Takeaways



- Establish your **recruitment objectives**
- Create a **solid EVP**
- Develop **powerful messaging**
- Decide on **tactics**

## Upcoming Webinar

Leveraging HubSpot  
Smart Content to  
Create Personalised  
Emails that Convert

9th March





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