

Employer Brand & Recruitment Marketing Roadmap

Artificial Intelligence Talent

Created for: COMPANY Canada
Created by: Drift Employer Brand

2022
JUNE

This report is for illustration only. Key details have been changed to protect client's intellectual property. All data should be taken as **for placement only.**



READING THIS REPORT.

This report is intended to provide guidance and context for an impactful 12-month recruitment marketing strategy targeted for AI talent, with a dual focus – addressing immediate talent needs and fortifying pipeline strategy for long-term success.

The primary audience for this report are COMPANY HR & recruitment team members.

Secondary audiences can include: Brand Marketing, Communications, Business Leaders

Employer Brand Strategy

Goals -

- Significantly **build awareness** of COMPANY as an employer of choice with AI talent and other AI talent segments.
- Use social media and web content to **differentiate** COMPANY in the eyes of AI candidates.
- Strengthen diverse pipelines of AI talent and positively impact the **speed and effectiveness of hiring**.

Tactical Approach

- Strategic** | engage in platforms where AI talent are more likely to frequent and target with content and messaging that feels legitimately valuable.
- Organic** | as much as possible, opt for a cost-effective approach to amplify recruitment content, leaning on employee advocates to use their networks.
- Sustainable** | monitor KPIs (left) over time (3-, 6-, 9-, 12-month intervals) to continually evolve and adjust the targeting and content strategy to respond to the labour force and talent market.

Talent Personas -

Talent Personas ("Identity Maps") are a guide for candidate's career priorities, challenges, preferred employer programs and platforms to target for talent attraction.

<p>AIMEE Demographic: 25-55 Between 10-15 years of driving experience</p> <p>This demographic represents most of COMPANY's Tech workforce. Candidates in this segment are looking for an organization that affords autonomy in key aspects of the employee experience, and a place where they feel seen and heard as a person and a professional - this means, transparent communication and clarity on key decisions. They are seeking an organization that has a strong reputation in their niche, and is known for belonging and fairness.</p> <table border="1"> <tr> <td>TOP CAREER PRIORITIES</td> <td>SIGNIFICANT CAREER CHALLENGES</td> </tr> <tr> <td>Being fairly compensated for the work I do. The ability to own my schedule and balance my time. A clear path to accomplish my goals. Support from my leader to be my best.</td> <td>Lack of control over scheduling. Overwhelming regulations (i.e. speed, Belonging) that conflict with delivery schedules. Support for career advancement</td> </tr> <tr> <td>EMPLOYER BRAND IMPACT</td> <td>EMPLOYEE PROGRAMS</td> </tr> <tr> <td>Focus employer brand content and creative on the nature of the work and being enabled to do your best. Landing pages on career site and branded profiles should feature stories of employees at a range of tenures who have built great careers at COMPANY. Focus on tangible employee experience strengths - like leader support, time off, balance and wellbeing. Ensure that all the messaging is consistent and readily available through multiple platforms.</td> <td>Synchronize scheduling practices - facilitate best-practice sharing between profiles to streamline a consistent approach to scheduling and time-off requests. One-on-One Leader Time - launch a program that provides every driver with 30 minutes of time with a senior leader. These can be skip-level discussions. Facilitates inter-local dialogue.</td> </tr> <tr> <td colspan="2">TALENT ATTRACTION</td> </tr> <tr> <td colspan="2">Write Job Boards & Sample Jobs To be hiring a person in some of the areas make drive job boards as well as sample boards in relevant Canada and Europe jobs. Talent Content Expand the demographic through short drive stories, career advice or tips in the industry and on the road. Advanced Job Recognition & Career Site Content To drive more insight about the nature of the work, the company culture, etc. Realistic Job Preview</td> </tr> </table>	TOP CAREER PRIORITIES	SIGNIFICANT CAREER CHALLENGES	Being fairly compensated for the work I do. The ability to own my schedule and balance my time. A clear path to accomplish my goals. Support from my leader to be my best.	Lack of control over scheduling. Overwhelming regulations (i.e. speed, Belonging) that conflict with delivery schedules. Support for career advancement	EMPLOYER BRAND IMPACT	EMPLOYEE PROGRAMS	Focus employer brand content and creative on the nature of the work and being enabled to do your best. Landing pages on career site and branded profiles should feature stories of employees at a range of tenures who have built great careers at COMPANY. Focus on tangible employee experience strengths - like leader support, time off, balance and wellbeing. Ensure that all the messaging is consistent and readily available through multiple platforms.	Synchronize scheduling practices - facilitate best-practice sharing between profiles to streamline a consistent approach to scheduling and time-off requests. One-on-One Leader Time - launch a program that provides every driver with 30 minutes of time with a senior leader. These can be skip-level discussions. Facilitates inter-local dialogue.	TALENT ATTRACTION		Write Job Boards & Sample Jobs To be hiring a person in some of the areas make drive job boards as well as sample boards in relevant Canada and Europe jobs. Talent Content Expand the demographic through short drive stories, career advice or tips in the industry and on the road. Advanced Job Recognition & Career Site Content To drive more insight about the nature of the work, the company culture, etc. Realistic Job Preview		<p>CANDIDATE #2 Demographic: 18-35 Between 0-15 years of driving experience.</p> <p>This is a challenging demographic for most companies in the transportation industry. Misconceptions and stigma prevent them from seeing trucking as a viable career. Challenges around receiving adequate training and support make it difficult for new drivers to excel and connect with the profession. These candidates are seeking employers who are vocal allies for a diverse workforce of drivers and a job at a company where they feel safe to speak up. Employees who are new to driving can offer valuable, fresh perspectives and act as talent magnets for your organization.</p> <table border="1"> <tr> <td>TOP CAREER PRIORITIES</td> <td>SIGNIFICANT CAREER CHALLENGES</td> </tr> <tr> <td>Gaining valuable training and experience to launch my career. Growth and advancement opportunities. Experiencing new places and making connections. A workplace where my voice is heard.</td> <td>Limited or restricted access to adequate training. Finding support to learn and grow. Negative stereotypes about the industry. Non-psychologically safe work environments.</td> </tr> <tr> <td>EMPLOYER BRAND IMPACT</td> <td>EMPLOYEE PROGRAMS</td> </tr> <tr> <td>Focus talent attraction on amplifying employee stories about training and up-skilling (programs or subsidies provided by Walmart). Create a consistent narrative about the diverse nature of the work. Video content featuring both experienced and new drivers as they work, interact with customers, see new places in Canada and connect with team members can be an effective way to inspire and inform younger candidate demographics.</td> <td>Continuous feedback - explore enhancing bottom-up feedback channels and invite employees to submit their ideas for improving the culture and experience. Connect experienced and new drivers - an opt-in guide or mentor program where new drivers can connect with more experienced members of your fleet to ask advice. Additional lens: enable talent-sharing and shadowing for team members who want to explore driving.</td> </tr> <tr> <td colspan="2">TALENT ATTRACTION</td> </tr> <tr> <td colspan="2">Advanced Career Site Content Build on existing content to include content that focuses on career paths for drivers. Expert Driver Career Advice Series Target social media platforms like Facebook to share advice and stories from experienced members of your fleet answering career-focused questions. Lead to Representation Communicate inclusion and support for diverse perspectives by featuring employees from a range of backgrounds and experiences through employer brand content. Infused Sponsored Jobs Paid</td> </tr> </table>	TOP CAREER PRIORITIES	SIGNIFICANT CAREER CHALLENGES	Gaining valuable training and experience to launch my career. Growth and advancement opportunities. Experiencing new places and making connections. A workplace where my voice is heard.	Limited or restricted access to adequate training. Finding support to learn and grow. Negative stereotypes about the industry. Non-psychologically safe work environments.	EMPLOYER BRAND IMPACT	EMPLOYEE PROGRAMS	Focus talent attraction on amplifying employee stories about training and up-skilling (programs or subsidies provided by Walmart). Create a consistent narrative about the diverse nature of the work. Video content featuring both experienced and new drivers as they work, interact with customers, see new places in Canada and connect with team members can be an effective way to inspire and inform younger candidate demographics.	Continuous feedback - explore enhancing bottom-up feedback channels and invite employees to submit their ideas for improving the culture and experience. Connect experienced and new drivers - an opt-in guide or mentor program where new drivers can connect with more experienced members of your fleet to ask advice. Additional lens: enable talent-sharing and shadowing for team members who want to explore driving.	TALENT ATTRACTION		Advanced Career Site Content Build on existing content to include content that focuses on career paths for drivers. Expert Driver Career Advice Series Target social media platforms like Facebook to share advice and stories from experienced members of your fleet answering career-focused questions. Lead to Representation Communicate inclusion and support for diverse perspectives by featuring employees from a range of backgrounds and experiences through employer brand content. Infused Sponsored Jobs Paid	
TOP CAREER PRIORITIES	SIGNIFICANT CAREER CHALLENGES																								
Being fairly compensated for the work I do. The ability to own my schedule and balance my time. A clear path to accomplish my goals. Support from my leader to be my best.	Lack of control over scheduling. Overwhelming regulations (i.e. speed, Belonging) that conflict with delivery schedules. Support for career advancement																								
EMPLOYER BRAND IMPACT	EMPLOYEE PROGRAMS																								
Focus employer brand content and creative on the nature of the work and being enabled to do your best. Landing pages on career site and branded profiles should feature stories of employees at a range of tenures who have built great careers at COMPANY. Focus on tangible employee experience strengths - like leader support, time off, balance and wellbeing. Ensure that all the messaging is consistent and readily available through multiple platforms.	Synchronize scheduling practices - facilitate best-practice sharing between profiles to streamline a consistent approach to scheduling and time-off requests. One-on-One Leader Time - launch a program that provides every driver with 30 minutes of time with a senior leader. These can be skip-level discussions. Facilitates inter-local dialogue.																								
TALENT ATTRACTION																									
Write Job Boards & Sample Jobs To be hiring a person in some of the areas make drive job boards as well as sample boards in relevant Canada and Europe jobs. Talent Content Expand the demographic through short drive stories, career advice or tips in the industry and on the road. Advanced Job Recognition & Career Site Content To drive more insight about the nature of the work, the company culture, etc. Realistic Job Preview																									
TOP CAREER PRIORITIES	SIGNIFICANT CAREER CHALLENGES																								
Gaining valuable training and experience to launch my career. Growth and advancement opportunities. Experiencing new places and making connections. A workplace where my voice is heard.	Limited or restricted access to adequate training. Finding support to learn and grow. Negative stereotypes about the industry. Non-psychologically safe work environments.																								
EMPLOYER BRAND IMPACT	EMPLOYEE PROGRAMS																								
Focus talent attraction on amplifying employee stories about training and up-skilling (programs or subsidies provided by Walmart). Create a consistent narrative about the diverse nature of the work. Video content featuring both experienced and new drivers as they work, interact with customers, see new places in Canada and connect with team members can be an effective way to inspire and inform younger candidate demographics.	Continuous feedback - explore enhancing bottom-up feedback channels and invite employees to submit their ideas for improving the culture and experience. Connect experienced and new drivers - an opt-in guide or mentor program where new drivers can connect with more experienced members of your fleet to ask advice. Additional lens: enable talent-sharing and shadowing for team members who want to explore driving.																								
TALENT ATTRACTION																									
Advanced Career Site Content Build on existing content to include content that focuses on career paths for drivers. Expert Driver Career Advice Series Target social media platforms like Facebook to share advice and stories from experienced members of your fleet answering career-focused questions. Lead to Representation Communicate inclusion and support for diverse perspectives by featuring employees from a range of backgrounds and experiences through employer brand content. Infused Sponsored Jobs Paid																									

* See Talent Identity Report, June 2022

Outcomes & KPIs aligned to Goals.

Awareness | Boost visibility for career site pages; Strengthen social media presence | Engagement (likes, shares, mentions), Traffic to career site.




Differentiate | Increase quality applicant traffic to key roles; boost reputation rankings on relevant digital platforms | Applicant Traffic over time, Conversion-to-Interview, Glassdoor/Indeed/Comparably ranking.

Convert | Make better hires, faster; Feed strong pipelines of diverse talent from key online sources | Conversion-to-hire; New Hire interviews/survey; Pulse Check surveys (quality of hire).

Measure and analyze KPIs on a quarterly basis

Recommendations for Content Focus

Leverage this section as a thought-starter when strategizing content and creative for recruitment platforms, like Facebook, the Career Site, Glassdoor, Indeed and more.

BROAD CONCEPT	 Belonging and Purpose	 Career Full of Potential	 Leaders Who Care
DESCRIPTION Leverage this to explore social & online content that drives traffic to your recruitment platforms.	Finding fulfillment through a career in AI. Build valuable skillsets while you travel, make connections and learn the industry from experienced professionals. AI can be a rewarding career of a lifetime, or a valuable launch pad for future success.	Everyone defines balance differently. Striving to support employees to have the autonomy they need to respond to life's unexpected moments, while feeling enabled to deliver their best at work.	Safety means everything from having the right equipment and tools for the job to feeling comfortable to ask for support from a leader. Create an environment of safety and make sure that everyone has a voice, and feels they belong.
	Employee & role spotlights; Connection to purpose; The nature of the work.	Wellbeing; balance & flexibility; career progression & growth	Inclusive teams & environment; Leader behaviours; safety
TALENT IDENTITY	Candidate B (Primary)	Candidate A (Primary)	Candidate A & B
EXPLORATIONS	<ul style="list-style-type: none"> • "Mythbusting" Content Series • Employee Spotlights - career paths • "A Day in the Life" Videos • Ramp Up Employee Content • Role Spotlight on Career Site 	<ul style="list-style-type: none"> • Syncing Scheduling Practices (internal) • Feature on Employee Support Programs & Benefits; Stories from employees who have leveraged these support mechanisms to success 	<ul style="list-style-type: none"> • Equal representation in content features (like photography and videos) • Standardize Leader behaviours around employee mental health/time off requests

Creative Direction

This section can be used to guide discussions with graphic design support, Brand teams and partners engaged on recruitment marketing strategy.

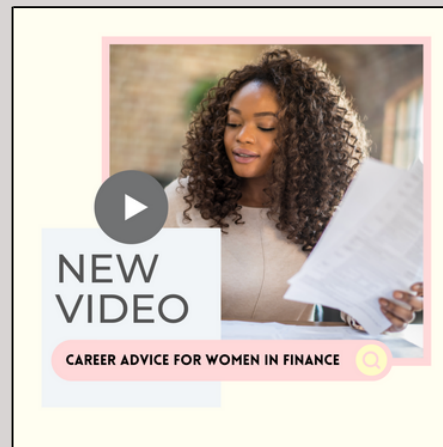
Visual Guidance

All employer brand visuals must be aligned to the overarching COMPANY Canada brand standards.

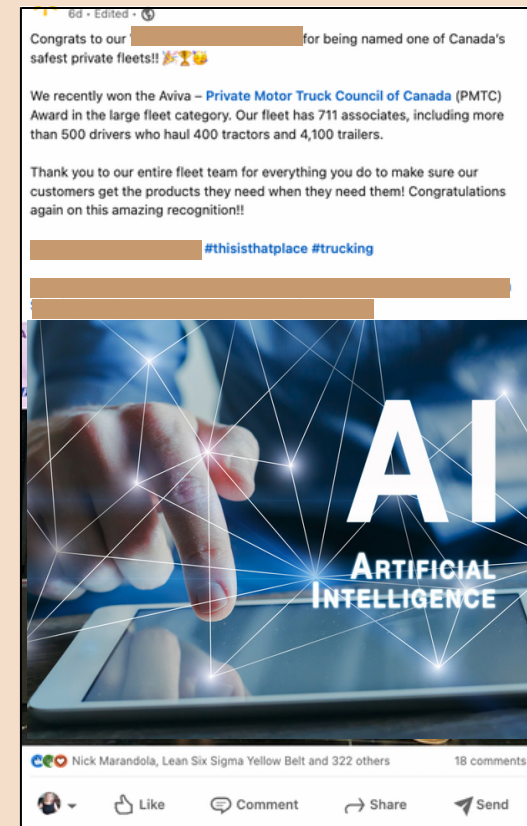
STYLE: Employer brand/recruitment marketing material should feature high-res, inclusive employee photography, supplementing with stock photography where necessary.

SECONDARY IMAGERY: Graphics and animation should be used for conversion-level tactics (ie. social media and digital advertising campaigns)

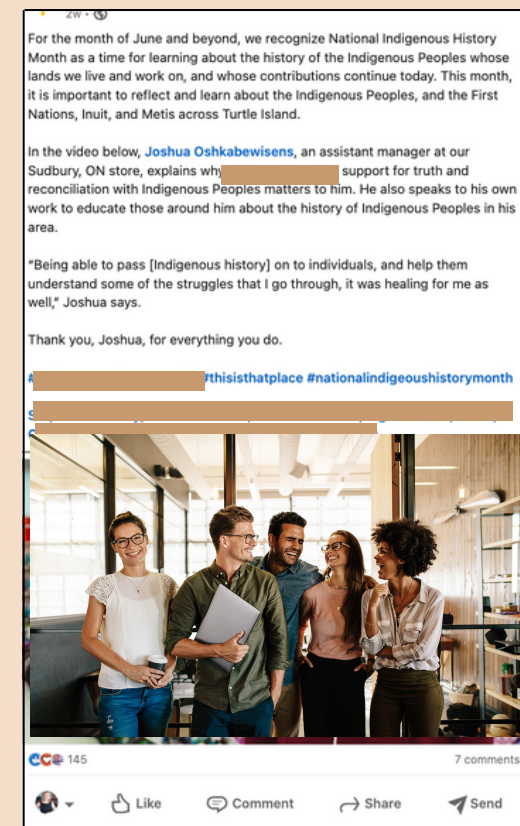
Facebook Recruitment Post



LinkedIn Content - Product



LinkedIn Content - Inclusion



Recommendation:

Engage the team that produced the Thomas Kellington video to create similar, visually rich content featuring Talents. Feature this content on the career site, Facebook, Indeed company page and provide it to Talent advocates to share.

Recommendation: Adapt content from LinkedIn and cross-post to Facebook (& potentially Indeed company page). Target FB posts similar to "Join a top fleet with great leaders!"

Tone

The tone across all employer brand platforms (including job descriptions and career site verbiage) should align more with the human-centric tone reflected on COMPANY social media.

- Short, punchy copy, written in plain language work best for short attention spans.
- Employer Brand Reference Guide | Recommended Starting Point: Create 5-7 key calls-to-action aligned to cultural strengths

Career Site

"At COMPANY, you'll have continuous training, a clean & safe working environment, and have the opportunity to perform with industry-leading technology."

LinkedIn Employee Content

"COMPANY is different from other places because of the opportunities. It doesn't matter who you are, there's something for you here."

Recommended 12-Month Roadmap

Key Stakeholders to Engage: COMPANY digital team (owners of career site); Brand Marketing and/or Governance; Recruitment leads (owners of existing Indeed & YouTube relationships); Internal Graphic Design resources

	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
<p>Career Site</p> <p>Flagship recruitment platform; content informs all other digital & social media.</p>		<p>Planning, & Communication</p> <p>Content Writing</p>	<p>Feedback</p>	<p>Photoshoot</p> <p>Content Writing</p>	<p>Launch Enhanced Job Descriptions</p>		<p>Launch Talent Landing Page</p> <p>Launch New Talent Landing Page</p>					
<p>TikTok</p> <p>Social platform most targeted for experienced Talents.</p>	<p>Employer Brand Toolkit Delivered</p> <p>Personal Brand & Advocacy Training</p>			<p>Launch Talent Magnet Content on Facebook</p>	<p>Balance & Wellbeing</p>		<p>"Diverse Experiences" Spotlight</p> <p>Ad Campaign "Explore AI careers"</p>	<p>Employee Spotlight</p> <p>Report on Performance</p>	<p>AI Career FAQ</p>		<p>New Talent Spotlight</p> <p>Ad Campaign "Careers on the road"</p> <p>Report on Performance</p>	
<p>LinkedIn</p> <p>Online recruitment technology most targeted for new Talents.</p>				<p>Intent-to-Apply Campaign</p>			<p>Launch Employee Page Content</p>		<p>Report on Performance</p>			
<p>YouTube</p> <p>Social platform for all demographics; video content is most compelling.</p>		<p>Planning, & Communication</p>		<p>Video Shoot</p>	<p>Editing, feedback and production</p>		<p>Day in the Life Video Live</p>	<p>Employee Facebook</p>	<p>Talent Story 1</p>	<p>Employee Facebook</p>	<p>Talent Story 2</p>	<p>Employee Facebook</p>
<p>Implementation Notes</p> <p>Considerations to keep in mind to activate key initiatives.</p>	<ul style="list-style-type: none"> Adapt the content created for the career site enhancements for other social & digital platforms. Build the content for all pages proactively and launch on a timeline aligned to hiring forecast, if possible. It can take anywhere from 3-6 months to see the full impact of an individual recruitment marketing campaign. Implementing key initiatives on a 'rolling' schedule over a short-, mid- and long-term timeline ensures you are able to meet both short term recruitment goals and proactively strengthen pipelines for future hiring. 											