

# Making hires that last by utilising your employer brand

Results from our annual Candidate Experience Survey

A Scout Talent Group webinar





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# Housekeeping

- Your microphones are on mute so we can't hear you, however we'd love your participation
- We'll launch some Audience Polls throughout the session
- If you have any questions or comments, please type them into the GoToWebinar Action Pane on the right side of your screen
- The webinar recording and slides will be emailed afterwards

# Today's Agenda

- The **current state of employer branding** / how to adapt to the new market
- Key results and takeaways from our **annual Candidate Experience Survey**
- What factors influence candidates when they're looking for and deciding to apply/not apply for a role
- How to **articulate your unique offering** so candidates know where to focus their valuable time and effort
- **Employer branding trends** and **COVID-19 considerations** to take into account.

# POLL

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## Employer branding



*"It's about attracting the right people, and allowing people who aren't the right fit to self-select out of your process early on."*

**BE REAL. BE YOU!**

## The current state of employer branding



- **More talent available is both a challenge and opportunity**
- **Use employer branding to attract the right people and allow people who aren't the right fit to self-select out of the process**
- **Candidates are looking at brands more closely now**
- **Candidate care is critical, now more than ever.**

# Candidate Experience Survey 2020

- 350+ responses
- Participants across Australia and all industries
- 56% Female participants
- 61% - Target salary: \$50,001-\$90,000
- 64% have been looking for a new role for more than 2 months

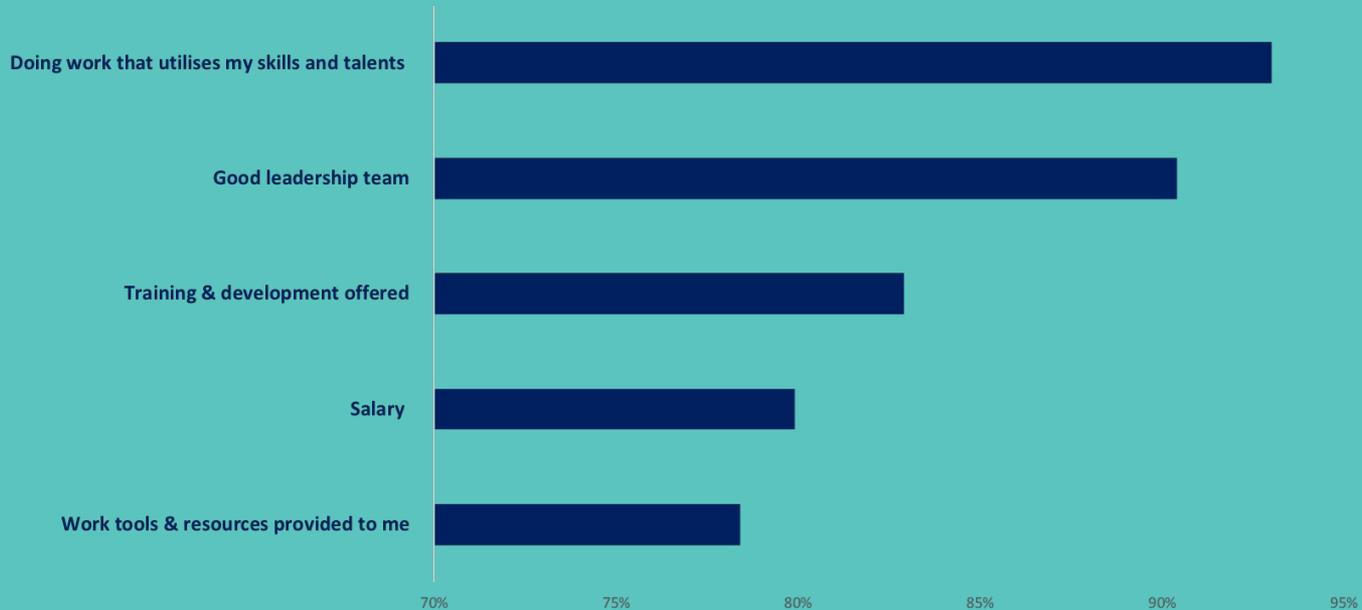
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# Factors that are important to candidates when applying for roles

# Candidate decision making

## Top-scoring categories

“The following factors are important to me when considering a new role.”





**“The following factors are important to me when considering a new role.”**

**Top Tips:**

- **Promote things that are authentic and realistic for you and your organisation**
- **Use these insights as a starting point.**

**“Are there any other factors  
that are important you?”**

“Values and cultural fit.”

“Management being in touch  
with employees.”

“Any company caring for their  
employees during crisis and not  
letting staff down.”

“Recommendations of how staff  
were treated.”

“Reputation.”

“Making sure the company is reputable and  
has a good management team.”

“How an organisation responds to and  
communicates with me.”

“Reputation of the organisation.”

# Factors that influence candidates when applying for roles

# Candidate decision making Top-scoring categories

“The following factors influence my decision making when applying for a role.”



A man with a beard, wearing a bright yellow t-shirt, is shown in a thoughtful pose with his hand on his chin. He is looking off to the side with a serious expression. The background is a vibrant blue with several light blue arrows pointing in various directions. A prominent yellow arrow points to the right, positioned above the main text box.

## Top factors that influence candidates when deciding to apply/not apply for a role

### Top Tips:

- Peer to peer recommendations are highly influential
- Candidates care about organisations' response to COVID-19

**“Are there any other factors  
that influence you?”**

“The company's values.”

“A well written company website to help candidates do research about the company they are applying for.”

“If I'm mistreated or "ghosted" during the recruitment process for roles I am qualified and suitable for I will personally note down not to ever apply to that business again. How a business treats applicants tell you a lot about how they think of their staff and how their business is run.”

“Disclosure of accurate salary range including base salary and commission structure. An accurate description of actual job (not theoretical).”

“Right now there are thousands of people looking for a job - any job - so they get money coming in (as any job is better than no job right?) - so if I have skills I believe would allow me to do that role - then I apply. Whether they have a careers video or social media presence is irrelevant.”

# Recruitment process

	Yes	No
Do you like answering screening questions when applying for roles?	47%	13%
Do you think it's acceptable for application processes to be long if you're advised of the steps in the process?	50%	24%
Would you accept a job with an employer that had a bad reputation?	12%	56%

**“Is there anything you’re  
struggling with when  
applying for roles?”**

“Feedback.”

“Jumping through hoops during the application and then not hearing back, e.g. scanning passport, driver license, IQ tests, psychology tests etc.”

“Lack of responses Getting feedback.”

“Having to separately re-enter all the data that is already contained on my CV is frustrating and time consuming, especially if the web portal is dated and not user friendly. Badly written and unclear selection criteria that ask multiple questions in one also make applications difficult.”

“Always put the salary range, otherwise it's a waste of time applying.”

“The time frame involved in the recruitment process. At least a cut off time for applying. Generally if something is older than 3 days I wonder if it's even worth my time applying and anything older than 7-14 days I pretty much won't even bother applying, unless there is a specific cut off date.”

**“Is there anything you wish  
recruiters and organisations  
knew about the recruitment  
process from your  
perspective?”**

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“Just be honest about the reality of working with you. There is no point in pretending to be perfect and then changing as soon as someone starts with you.”

“Timely response is everything! I am still getting emails from employers acknowledging my application from 3 months ago. Not only has a candidate lost interest by then, but it is bad for an organisation's reputation.”

“It's so heartbreaking to not hear back after taking the time to apply for a role. Most recruiters sent an auto reply saying only successful candidates will receive a response, but in this day and age where an auto rejection email can be generated just by changing the applicant status in an ATS - I think it's the minimum recruiters should aim for.”

“Looking for work is hard. Rejection is one thing but having the feeling that you don't even rate a cursory acknowledgement for your interest in working for someone is a whole other level of disregard and, frankly, in my opinion, is quite disrespectful.”

# Employer branding action steps you can take right now

A photograph of three business professionals sitting around a table in a modern office setting. On the left, a woman with short dark hair and glasses is looking towards the center. In the middle, a woman with long brown hair is gesturing with her right hand while speaking. On the right, a man with a beard and short brown hair is listening attentively. They are all dressed in light-colored, professional attire. The background features a brick wall and a large green plant. Two coffee cups are on the table in the foreground.

## Action steps: Influencing peer-to-peer recommendations

- Understand your current employee engagement
- Listen to your Employee Voice!
- Implement change
- Referrals



## Action steps: Review/improve your recruitment process

- Let's get more intentional with job ads
- Understand and use your core cultural attributes
- Assess the recruitment process - who does it serve?
- COVID-Safe practices

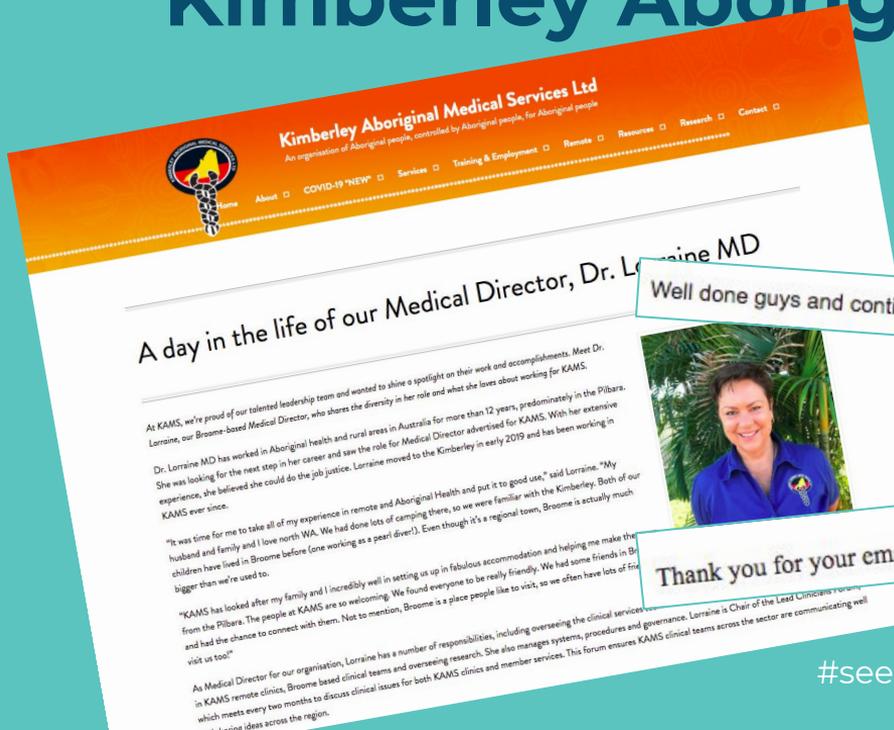
## Action steps: Employer branding content



- Amplify your employer brand through content
- Use content across various channels
- Use content to influence peer-to-peer recommendations
- Communicate with your talent pool
- Be honest and authentic.

# Case study

# Kimberley Aboriginal Medical Service



It was very motivating to hear how she and her team work for the community

Well done guys and continue the good service in the rural and remote areas. I love rural life too and to work in remote areas.

Thank you for your email I really appreciate the update and learning more about KAMS and those in leadership roles

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# Q & A

## Summary

- Invest in your employer brand now, be specific in what you're looking for, articulate your unique offering so candidates know where to focus their valuable time and effort
- Promote employer brand in a way that's authentic, hitting on those key elements when you can (e.g. good leadership, training and development).
- Action steps: Influence peer-to-peer recommendations, review your recruitment process, and use employer branding content across channels.

# Free Resources

## Results from our Candidate Experience Survey

(We'll email you the link in the coming weeks! Keep an eye out for our upcoming newsletter.)

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