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**Market Your Opportunity to Beat the Competition**

Our clients have shared that a part of their plan to sustain during the recession had been to downsize. And that now they are working towards growth as a strategy. Because productivity is maxed out, they need to
hire highly productive key talent. Unfortunately their competitors have the same plan to hire the same great person, which means that anyone who is good at what they do is getting hired quicker than ever before.

Amidst a talent shortage and a skills gap, 98% of employers surveyed said their unfilled job openings are causing a tangible negative impact.

These factors have led to a competitive hiring environment, where employers realize they have to market themselves to attract qualified talent over their competitors and hire faster than ever before. The first step in marketing yourself is to create a marketing plan about your great opportunity that answers the candidate’s main question: What’s in it for me (WIFM). This marketing plan is often called an Employer Value Proposition.

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|  | Answer the candidate’s main question: What’s In It For Me? |

**How to Create Job Marketing Statements (Example):**

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|  | **Match your opportunity to what employees want** | **Describe the opportunity match in an appealing way** |
| **Career Development** | Defined Career Path. Million Dollar Investment in Talent Development  | *We are committed to promoting from within. From day one we will work with you to establish a clearly defined career path, we have invested millions in developing the talent of our employees to help them achieve their full potential.*  |
| **Better Work/Life Balance** | Flexible Scheduling | *We want our employees to have rewarding professional lives, but we want them to have rewarding personal lives as well. Our flexible scheduling will give you the power to bring balance to your life.*  |
| **More Earning Potential** | MBO Bonuses | *Our bonus system will give you specific goals and objectives you can meet to increase your earnings.* |
| **Increased Prestige** | Best in Class Product Line | *As a leading provider of household and kitchen tools our products are household names,. You will be working on the most popular kitchen product of the past five years.*  |
| **Better Leadership** | Top Rated Manager | *You will be working under a manager whose team is consistently recognized as one of the top teams in the company. They have 26 top contributor awards between them. One of our most recognized employees says her successes are in large part due to this manager’s mentorship and coaching.*  |

**Step 1:** Consider what the employee would want

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| * **Compensation** base, commission, benefits, 401(k), bonus, alternative benefits
* **Professional Development** career path, training, mentorship, education reimbursement
* **Company Culture**team dynamics, communication style of leaders, employee centric messaging, organizational structure
* **Prestige**high profile projects, company reputation, job title, perks (parking spot/office/expense account
 | * **Support & Recognition** department budget, access to input and decision makers, incentive programs, tenure of staff
* **Company Stability** growth rate, hot industry, size, market rank, reputation, years in business, tenure of staff
* **Leadership**background, education, style, reporting level
* **Product Line**quality, market differentiation, rate of innovation/R&D budget
* **Office Environment** location, office amenities, technology, workspace setup, work schedules, dress code
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What’s In It For Me?

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| **Step 2:** What’s In It For Me? | Match your opportunity to what employees want | Describe the opportunity match in an appealing way |
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**Step 3:**  Apply your job marketing statements to:

* Job Postings
* Employer Career Site
* During the Interview
* Social Media
* During the Offer
* Glassdoor