



TAPPING INTO THE POWER OF EMPLOYMENT BRANDING



Oil and Energy
Petroleum
Founded in 1886

BACKGROUND

As one of the largest pipeline operators of liquid petroleum products in the US, this publically-traded company earns over \$6 billion in annual revenue and employs approximately 1,800 people.

“These marketing materials have elevated our professionalism and recruiting efforts 100 fold!”

– CEO

WORKFORCE CHALLENGES

Finding highly skilled workers in small, rural communities is a challenge for any company, regardless of the industry. To attract top talent to these areas, recruiters must have the right enticements—benefits, work/life balance, and most importantly, the promise of working for a trusted and reputable brand.

This company, a large operator of petroleum products, was struggling to retain qualified engineers for its location in rural Texas and the Northeast. The main reason stemmed from its lackluster reputation as an employer in market. To date, leadership had not put forth any strategic thought into shaping a positive candidate experience or creating materials to showcase the company as a desirable place to work—as evidenced by its numerous Top Workplace award, and its dynamic and entrepreneurial culture.

After executing a brand audit, executives learned that there was very little online branding presence and little to no engagement of job seekers via social media. Recruitment emails were not personal or engaging. Benefits and programs were not advertised sufficiently to capture attention, and job descriptions were outdated and stale. Although the company hosted career fairs, the materials used to support these events were not polished or professional enough to make a positive impression.

CASE STUDY

About AgileOne

AgileOne's consultative approach solves workforce challenges by combining innovative talent procurement technologies and programs, with experienced industry professionals to deliver a suite of total workforce solutions. We maximize the value of our customers' workforce, decreasing liability and overhead associated with human capital management.

SOLUTION

Company leaders engaged AgileOne RPO to enhance their employment branding strategies, starting with a complete overhaul of both the print and digital recruiting materials. The RPO team introduced a whole new look and feel to the collateral and incorporated strategic messaging to promote the image of the organization (and the town) as a great place to work. In addition to a new brochure that promoted the company's technical associate program, the RPO team reproduced all the career fair materials including a high-quality, printed invitation for top-tier candidates to attend an invite-only information session.

The team sent out thousands of targeted, personalized emails in campaigns designed for both passive and active candidates. In addition, they conducted phone campaigns, inviting candidates to take a closer look at the employment opportunities by pressing #5 to speak directly with a recruiter. These various forms of communication helped to drive traffic to the applicant tracking system (ATS) where they were able to capture valuable candidate data for follow up.

In order to boost the company's online image, the team initiated a new employer profile on GlassDoor. Complete with employee testimonials and pictures, the site provided meaningful insight into the company's culture and positive employee experience. The team actively engaged the users on GlassDoor to address any concerns about the company and to clearly communicate all of the opportunities and benefits available for employees.

RESULTS

Results of the employment rebranding efforts were astounding. Based on the outreach, phone blasts, email campaigns, and campus career fairs, the company saw a 158 percent increase in GlassDoor views. Six thousand new applicants enrolled in the ATS within a six-month period. Time to fill dropped from 81 to 51 days, and the number of offers accepted increased by over 300 percent. Six hard-to-fill positions were filled within the first four weeks through the employee referral program.

Additional benefits of the employment branding initiatives included time savings and efficiencies gained from attracting a greater number of qualified, high-quality leads. Today, through its digital, print and online communications, the company clearly articulates its culture and core values to the marketplace.

