



**TALENT**  
MARKETING SCHOOL



# TALENT MARKETING PROFILES

DISCOVER THE MODERN TALENT MARKETING TEAM ROLES  
AND START BUILDING YOUR CAREER PATH TOWARDS  
PROFESSIONAL TALENT MARKETING AND EMPLOYER  
BRANDING.



## Talent Marketing

"An umbrella term for all marketing and communication activities targeted to talent audiences of an organization with an attempt to grow awareness, build affinity, and convert members of the talent audience to the recruitment funnel."

**SUSANNA RANTANEN**

## Talent Marketer



"A professional who uses marketing and communication to build awareness, grow affinity, and convert members of the talent audience into the recruitment funnel either with long-term value (employer branding) or short-term value (recruitment marketing)."

**SUSANNA RANTANEN**

# Welcome to what might be the beginning of your most fulfilling career ever!

Developing an employer brand can be an overwhelming job when you don't have a clear framework on how to move forward and what to actually focus on and you don't know how to measure your employer branding success.

I recently read a post in a social media group where the person was in despair and asking for tips on how to survive with all of their employer branding chaos.

What they said is that the constant pour of ad hoc requests, suggestions and random ideas was starting to burn them out. What used to be a really exciting job was turning into a nightmare.

They were seriously questioning whether this job was at all ideal anymore.

This is a very common scenario. Employer branding really took on a few years ago and has become pretty mainstream. Everyone in HR and talent acquisition seems to want to work in employer branding and add that employer brand title into their LinkedIn profile.

Many businesses are now building their employer branding function. Recruitment marketing campaigns are a no brainer when you start your recruitment process.

You probably have been working with talent marketing tasks as well for some time now, haven't you?

But I bet you can relate to the struggles my example person is going through.

Regardless of your current career status or what your experience so far is, if your heart is bouncing for talent marketing and communication, you will greatly benefit from figuring out what options you have for yourself in this profession.

- Uncovering your probable talent marketer profile helps you to set yourself in a comfort zone where you can focus only on those talent marketing topics that help you to go deeper in your area of speciality.
- Understanding the bigger picture of modern employer branding and talent marketing gives you an idea of what else is out there and how you might want to set out your development path.
- Learning the modern employer branding and talent marketing method I developed and teach at Talent Marketing School will transform what you think of and how you see employer branding from thereon.



**Susanna Rantanen**

CEO & co-founder, Emine Oy Ltd  
Modern Employer Brand & Talent Marketing  
Expert & Coach

**Hi, my name is Susanna Rantanen. I am a modern employer brand and talent marketing expert and strategist. I also teach aspiring talent marketers online.**

I spent the first decade of my career working in-house, hiring and building the product called a great workplace. I started this second decade of my career as a software entrepreneur in the talent acquisition landscape.

During my first years as an entrepreneur, I also worked as a recruitment consultant and learned a thing or two about the active and passive job seeker audience. In 2011 I came up with a marketing method to influence job seekers to apply for the roles I was hiring for. This became a huge success in Finland.

In 2012 my husband and I founded Employee Experience Emine to focus more on the talent marketing side and help fast-scaling tech companies to build their employer brand. In 2020, we were recognized as one of the **Top 10 Employer Branding Agencies in Europe**.

We've worked with more than 200 growth companies and corporates consulting, coaching and building their modern talent marketing and employer branding processes and creating content for them.

My experience has taught me **the power of words, messages, and branding are still under-appreciated and often misunderstood** in most companies.

I'm here to teach you how to transform your under-appreciated function into a valuable team your boss cannot live without. Welcome to the world of modern employer branding and talent marketing with me!

# The making of a Modern Talent Marketing Team



## What does a talent marketing team do?

Plan, produce, implement and measure the impact of marketing, communication and advertising to help fill vacancies and position the organization as the preferred place to work for their ideal talent audiences.

### WHO BELONG TO THE TALENT AUDIENCES?

Every company that employs and plans to employ more to grow and thrive as a business has talent audiences.

- Current and past employees, interns, trainees as well as leaders and managers.
- Every single applicant who has ever applied for their jobs.
- Talents they want to hire in the future.

## Talent marketing team roles

I came up with six primary roles in a modern talent marketing team based on what are the typical tasks in building a modern employer brand and what type of skills are highly beneficial to have in those roles.

1. **Talent Communication & PR specialist**
2. **Digital Talent Marketing Manager**
3. **Employer/Talent Brand Manager**
4. **Talent Community & Social Media Manager**
5. **Employer Brand Content Manager**
6. **Creative Employer Brand Content Producer**

Each of these profiles is described in the following pages for you to start developing your ideal talent marketer's career path.



## Talent Communication & PR Specialist



Talent Communication & PR is elementary in modern employer branding, yet a totally undervalued domain.

SUSANNA RANTANEN

Hello there and congratulations!  
What you are drawn to makes the heart of modern employer branding and talent marketing.

There is nothing more important in creating impact and influencing talent audiences than **knowing how to choose the words that win attention, delight, influence and convert.**

## How does this role contribute to employer branding?

Communication and messaging are in a central role in all talent marketing, including employer branding.

Can you imagine any activity in employer branding in which communicating a written or verbal message is not present? Neither can I. Let's say that, without strong messaging, employer branding loses impact.

## Affecting the employer brand through internal communication

**Strategic Talent communication and PR add value to the entire Candidate Journey as well as an Employee's Journey in the organization.**

To have someone in an organization who knows how to use words and expressions to create meaning, make sense of complex information, inspire and encourage others to act is golden.

After all, isn't **internal talent communication** still considered as an area where significant improvement is welcome?

And it is not just internal communication when you have to need to inform your people about something. The real value is in building an on-going dialogue where the entire organization takes the responsibility of regularly becoming aware, sharing information forward and keeping the dialogue active.

This will add significant value in today's operating environment where remote work has become the new normal and we are living in a constant change.

## Affecting the employer brand through recruitment marketing and candidate communication

Organizations that regularly enter a recruitment process and get in contact with numerous job seekers, applicants and candidates will greatly benefit from professional talent communication.

**If the job description fails to communicate** the key benefits and does not help the reader to figure out whether to opt-in or out depending on their likely fit and call the ideal job seekers to go ahead and act now, it is probable the entire hiring process will be as successful as it could have been.

Choosing the right messages, calls to action and the matching tone of voice with the ideal applicant will greatly increase the likelihood of a successful hire.

Furthermore, the words that are chosen, the information communicated during the hiring process as well as the tone of voice and the style of copy **all contribute to candidate experiences and the formation of an image about the values and culture of this company.**

## WHAT ABOUT TALENT PR?

Most companies don't even realize the potential Talent PR has to offer.

You are probably familiar with employee advocacy programs. Some corporate communication departments are looking into how to help management in becoming opinion leaders.

Talent PR, Public Relations is just like corporate PR: a strategic communication process operated to build and maintain mutually relationships between an organization and its public.

Talent audiences are our publics. And it pays out to build relationships with those publics because the most valuable marketing is the one where you get someone else to say how good of a workplace you really are. We are talking about both employee advocacy as well as talent community advocacy.

Furthermore, there are many unused opportunities in finding interesting story angles and offering those to industry media or general media to help grow employer awareness.

Talent Acquisition regularly attends career fairs and events or organizes their own in-house. Talent PR helps organize events and get stakeholders together to build relations and communicate important messages.



Talent communication and PR become professional when you have a strategic plan in place and continuously monitor and measure the impact on the employer brand and talent acquisition activities.

## SUMMARY OF AREAS TO INFLUENCE AND CONTRIBUTE TO:

- Recruitment marketing messages and candidate communication.
- Internal talent audience communication.
- Employee advocacy & opinion leadership programs.
- Employer brand journalism: creating relevant blog and article content.
- Copywriting for employer brand content.
- Building talent relations online.
- Organizing and executing talent events.
- Building media relations and offering story ideas to build employer awareness.

## Examples of key skills and knowledge you want to focus on developing:

- Technical writing skills
- Understanding the unique talent target audience needs and behaviour.
- Commercial copywriting.
- How to influence with words.
- The science of persuasion and persuasive writing.
- Storytelling
- Relevant media relations, networking and understanding of how media works.
- Event organization



There is only one thing in the world worse than being talked about. And that is not being talked about

OSCAR WILDE

## How to get started in this role?

Offer to help talent acquisition. Hiring is always a sense of urgency activity—every help, especially when free, is likely to be welcomed into finding the next new employee.

### Consider offering help:

- **Rewriting the job posts** to communicate a clearer message helps the reader opt-in or out and influence the ideal prospect's decision to act now.
- **With candidate communication and messaging** to improve candidate experiences.
- **Organizing FAQ's or Lives** on social media during the application period to talk about the role, introduce the team and the hiring manager and answer the public questions.
- **Writing other sharable marketing content** for the recruitment campaign, such as informational blog posts.

## Examples of possible job titles within this role:

- Talent Communication and PR manager (senior to a specialist)
- Talent Brand journalist
- Talent/Employer brand content editor
- Candidate communication specialist/manager
- Internal talent communication specialist/manager
- Talent public relations expert
- Talent marketing content curator
- Career event coordinator/manager

Make Talent Communication and PR your career path!

Develop from a contributor to a specialist, to an expert or the manager of all of your talent communication & PR activities.

# Digital Talent Marketing Manager



The modern marketer is an experimenter, a lover of data, a content creator, a justifier of ROI.

KIM WALSH



Digital and social media marketing make a really cost-effective strategy and are, therefore, a smart strategy for modern talent marketing and employer branding.

Digitally minded talent marketers have a strong personal interest and curiosity for new technology, applications and software, and lean methodologies **optimizing and perfecting the way to ROI.**

You probably recognize yourself in the description of not helping yourself when it comes to hacking and solving problems with technology.

In this role, you will be a huge asset to any talent marketing team aiming to deliver measurable value.

## Using marketing technology and building talent marketing automation systems

I am yet to meet a talent marketing team with enough time to do a good job in talent marketing as a manual job.

The tech-savvy digital talent marketing manager keeps tabs on the developing marketing tech industry and builds and operates the marketing process of generating and nurturing talent leads.

### SETTING UP DIGITAL TALENT MARKETING OPERATIONS

The value of landing pages, using strong calls to action, A/B testing content, building digital marketing and social media advertising campaigns and driving traffic to the job posts, recruitment sites, career sites and other relevant pages is elementary in modern talent marketing.

## How does this role contribute to employer branding?

Modern employer branding is like a marathon because of its long-game nature. It takes a considerable amount of time and consistent effort to build an employer brand.

**Digital talent marketing management instils transparency to this long-game with data and analytics.**

Due to this long-term nature, without a data-driven approach, a talent marketing team might get lost on the way and end up spending all of their budget and other resources on actions and activities that fail to deliver ROI.

This would be a huge problem when negotiating the budget for the following year.

Furthermore, building and optimizing target audiences and using remarketing and retargeting are just as beneficial tactics in talent marketing as they are in business and product marketing.

## Growth marketing for talent acquisition

Especially talent acquisition can greatly benefit from growth marketing and even growth hacking.

[AdvanceB2B has a really telling article](#) about growth hacking and growth marketing that describes well these functions.

Even though adapting "just growth marketing" into talent acquisition, but HR and talent marketing will already add remarkable value, instilling what the Digital Marketing Institute describes as a "rigorous, structured process that's rooted in iteration and scalability" will be truly beneficial. See the next page for the key elements in this process.

## "THE RIGOROUS AND STRUCTURED PROCESS GROWTH HACKERS USE TO ITERATE AND SCALE"

- **"Perfect your product"** - Growth hackers can bring in precious data to help increase market fit and perfect the product called a career at this place to work.
- **"Set measurable goals"** - All talent marketing benefits from extremely tight focus and measurable marketing goals.
- **"Test your approach"** - Growth hacking is known for testing various approaches to find the most effective one. Typical talent marketing is terribly ad hoc. A growth hacker is able to at least A/B test which ad and campaign work the best to get the most out of the marketing budget.
- **"Analyze performance"** - Keeping regular taps on talent marketing analytics is incremental in understanding what works and what doesn't.
- **"Optimize"** - Growth hacking swears on learning-by-doing. The same approach is used also in the lean methodology. This is especially critical in the long-game of modern employer branding.

## WHAT IS THE PURPOSE OF THIS ROLE?

To plan, build and orchestrate data-driven talent marketing and employer branding to deliver ROI and impact the talent marketing KPI's.



## SUMMARY OF AREAS TO INFLUENCE AND CONTRIBUTE TO:

- Optimizing career site and recruitment campaign landing pages.
- A/B testing the web pages and talent marketing campaigns.
- Creating campaigns to drive traffic to job posts, career sites and talent marketing landing pages.
- SEO optimizing career site and blog content.
- Building talent marketing funnels and drip campaigns for recruitment lead generation.
- Developing and implementing effective data-driven talent marketing processes and systems to support a successful [Candidate Journey of the Information Era](#).

## Examples of key skills and knowledge you want to focus on developing:

- Understanding and learning things like SEM, SEO, A/B testing, drip campaigns, inbound, lead nurturing, lead magnets, remarketing, retargeting, marketing funnels, ROI, KPI, data-driven and many more.
- Keeping yourself updated with the latest marketing technology and social media tech news.
- Consider subscribing to places like [Hubspot's free marketing automation course](#), [Sujan Patel's emails](#), [Ahref's emails](#) to give you a few examples.
- How to plan and execute automated talent marketing.
- How to build landing sites and email funnels.
- How to use the various social media features and tools to reach your talent marketing, talent acquisition and employer branding goals.
- Web and marketing analytics and how to drive results with data.



Digital marketing is not an art of selling a product. It is an art of making people buy the product that you sell.

HECATE STRATEGY

## How to get started in this role?

A highly value-add and still quick way to get started in this role is start monitoring talent marketing data and report trends, blockers of success as well as what seems to work and what doesn't.

Unfortunately, a lot of talent acquisition and talent marketing practitioners seem to ignore or are scared of data.

**What would be really useful is building web and social media marketing reporting routines and regularly sitting down with the talent marketing and talent acquisition teams to explain what data tells and coach what the data suggests to do or not to do.**

As long as talent marketing is unable to set goals and measure the impact of their marketing work, they are unlikely to get the required resources and budget to actually do something worthwhile for the business.

Talents like you could turn out to be a pretty incremental asset in

helping the talent marketing team to transition from the ad hoc and simply-fun-to-do talent marketing and employer branding mentality into professional and data-driven talent marketing.

## Examples of possible job titles within this role:

- Digital and social media manager
- Social media strategist
- Digital talent marketing analyst
- Talent growth marketer
- Inbound recruitment marketer
- Talent marketing automation manager

Make Digital Talent Marketing your career path!

There are plenty of directions to choose from, and definitely an endless amount of hacks to learn and use!



## Employer / Talent Brand Manager



If you don't give the market the story to talk about, they'll define your brand's story for you.

DAVID BRIER



What is a proper brand without a manager?  
A lucky one.

As employer branding becomes more and more mainstream, proper brand management becomes essential.

Employer brand management is all about managing the market's perceptions and forms about your company as a place to work.

This role is a senior role in which managing the operations, the budgets and the results are key to success. That's why you can still become an excellent Employer/Talent Brand Manager, even if you were not a creative or technical marketing whiz at all.

### What is the purpose of this role?

The employer/talent brand manager is concerned with the big picture: the employer brand strategy and the effective implementation and execution of the strategy in order to achieve the desired employer brand results.

In other words, in this role, you are the captain of this employer brand ship and your job is to keep your ship afloat and at the correct travelling pace to get your cargo to the destination in time and budget.

Your value for the business is in what you bring by managing your employer brand's strategies, plans, and execution, driving the intended results and coordinating and supervising all the stakeholders contributing to your employer brand experiences.

### How does this role contribute to employer branding?

Without the employer brand management, you are likely to burn out from the constant stream of requests, ad hoc ideas and random acts of marketing eating all of your resources and budget but failing to deliver you measurable impact and value.

Employer branding is like a marathon. Building awareness, the required emotional connections and moving your ideal talents forward on their Candidate Journey with your company is a long journey that definitely requires good management.

### What does it take to become a successful employer/talent brand manager?

- An excellent and educated understanding of what employer branding is and how to develop an employer brand strategically.
- A strong eye for the big picture and an ability to envision the road map to your employer brand vision.
- Strong management skills to drive results.
- Building cooperation and balanced relations with your business communication and marketing coworkers and inspiring them to learn more about the unique talent audience behaviour.
- Being strong enough to say no to all requests and wishes not within your employer brand strategy.

# Examples of key skills and knowledge you want to focus on developing:



## BUSINESS ACUMEN

- Understanding business strategies and plans.
- Becoming familiar with the differences between goals, objectives, metrics and KPI's.
- Developing, implementing and managing strategic employer branding.
- Understanding what are and how to deliver business-relevant results with employer branding.
- Budgeting marketing and managing finances.
- Best practises in stakeholder and team leadership.

## BRAND MANAGEMENT AND MARKETING

- How to use marketing and communication to create and develop a brand.
- Measuring brand marketing.
- Understanding the product being offered and it's fit for to talent market.

- Understanding the differences and value-add of various marketing and communication strategies and tactics in order to make the best decisions.

## TALENT INSIGHT AND MARKETING ANALYTICS

- Best practises in gaining regular insight about relevant talent audience behaviour and need to guide decision making and brand management.
- How to use data to optimize performance and deliver intended results.

## TALENT ACQUISITION

- Understanding the "sales function of HR": the process, the typical problems and challenges and how to best solve those with employer branding.
- How to measure and manage candidate experiences impacting the employer image and reputation directly.



A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

SETH GODIN

## How to get started in this role?

This is a senior position and a wonderful career development opportunity for someone who excels in management and results-driven leadership.

Getting on the career path of becoming an employer/talent brand manager one day is probably best to start in talent acquisition because hiring allows us to regularly monitor how attractive our offer is.

**When you regularly sell a product called a career opportunity you quickly understand what is likely to hinder or accelerate your possible success in selling career opportunities.**

- Is the offer competitive enough?
- Does it include unique benefits?
- Who are you competing with for the same talent?
- What is the target audience like?
- What problems do they have and how they seek for those to be solved?

The next probable step could be working at HR in developing your product called career opportunity.

Modern HR departments are very interested in developing the company culture and employee experiences, building career path and professional development opportunities and developing leadership and leadership services in order to thrive in the talent acquisition game.

An alternative development step could be in developing recruitment marketing and candidate communication,

## Examples of possible job titles within this role:

- Chief Talent Marketing Officer
- People & Culture Manager

Make Employer/Talent Brand Management your career path!



## Talent Community & Social Media Manager



Social media is a community effort.  
Everyone is an asset.

SUSAN COOPER

Talent Community & Social Media Managers' job is to add the important social element to your talent marketing and employer branding.

Social media made the world borderless and increased the expectations of talent audiences to engage in effortless conversations with brands.

The problem is, most talent marketing continues to be very one-way, and it is really up to the rare individuals working in talent acquisition and talent marketing who personally strive to engage and build relationships online.

### What is the purpose of this role?

This role's value comes from building a talent community of your past, current and future applicants, candidates, advocates, and friends of your employer brand.

This is achieved by maximizing the time spent on social media to find relevant talents to follow and engage with, help and advice regularly. Answer questions and concerns and generally practise talent customer service when needed.

An upcoming element in this is integrating the Facebook Messenger and career site chat box to offer quick Q&A, collect leads and segment traffic to the career site.

### How does this role contribute to employer branding?

In this role, you are literally the voice, the moderator, the tone and the experiences your talent audiences and followers (your talent community) receive when interacting with your employer brand (via you) on social media.

**Social media was created for being social with others. Your job is to make your employer brand social.**

Sometimes companies struggle with modern employer branding because they don't have enough resources to create and produce quality content for talent marketing.

**The benefit of this role is that it does not require marketing skills.** All you need is personal interest to spend time on social media and the desire to impact your employer brand through community management.

If your role is more geared towards talent community management, you focus on being present, guiding, advising, offering support, giving a helping hand or just sharing brand-related entertainment for your talent brand followers.

If you are leaning more towards coordinating your social media talent marketing, you share and repurpose your employer brand content someone else in your team probably created and scheduled for you to act on.

## What does it take to succeed in this role?

Foremost, your success depends on three simple elements:

- (1) The time spent online actually executing this job.
- (2) Your patience to search, find and connect with social media users fitting your talent audience profiles.
- (3) Your ability to influence your talent community with your own words and online behaviour.

Taking care of your social talent followers is all about nurturing and embracing them on social media.

The good thing is being a good conversationalist is your key asset. You don't have to be an idea's rich content creator.

## Examples of key skills and knowledge you want to focus on developing:



- Good understanding of social media platforms and popular and preferred ways to build communities and engage with followers.
- Best practices of community and social media management.
- Strong social listening skills.
- Best practises in keeping taps on key trends and talking points in your talent community.
- How to use social media tools, applications and features to drive engagement and monitor social media success.
- Good knowledge of the typical questions applicants and job seekers may ask about your career opportunities and recruitment processes.
- Understanding the best practices in using Facebook Messenger, WhatsApp, direct messages as well as chat boxes in building and nurturing your talent community.



**Social media marketing is about creating content that brings your audience together as a community and inspires authentic conversations that increase your brand's awareness.**

**KRYSTAL WU**

## How to get started in this role?

This is a great position for a beginner because all you really need is empathy, time and a desire to pursue friendly conversations with your employer brand followers.

As you gain experience in this role, you will be able to contribute to your employer branding with social media and content marketing ideas inspired by your experiences with your community.

This role can be a great starting point for your talent marketing career regardless of what your role is currently.

All you need to do is tell your boss, your HR or your (talent) marketing team that you want to get in, even if just as a volunteer.

## A few ideas to get you going

- Practice community management with your personal audience on social media.
- Find new users to follow, like, comment and otherwise engage with their posts or send DM's (direct messages) to connect. See what this leads into!
- Repurpose content likely to be inspirational and motivational for your followers.
- Subscribe to community management -related emails and blogs and start following community management professionals online to learn more!

What if talent community management and social media coordinating was your stepping stone to a fulfilling career in modern talent marketing?





## Employer Brand Content Manager



Content marketing is really like a first date. If all you do is talk about yourself, there won't be a second date.

DAVID BEEBE

**Employer Brand Content Manager has the ownership of the employer brand content plan, backlog, production process and content publication schedule.**

You may also contribute to content creation and content publication in this role. Or collaborate closely with your Talent Communication & PR coworker for copy content.

Your Creative Employer Brand Content Producer colleagues create your plan content in other formats, and your Talent Community Manager and Social Media Coordinator distribute the content and engage in conversations online about the content.

You are likely to report to the Employer/Talent Brand Manager who owns the employer brand strategy setting the target audiences, primary media and the key story and content themes for your content plan and ideation process.

## How does this role contribute to employer branding?

Content, be it blog posts, articles, job posts, social media posts, recruitment and employer branding videos, podcast-shows, photography content, eBooks, PDF's to mention make an incremental part of the modern employer branding.

We use quality content to attract attention, grow awareness, build affinity and convert talent audiences into talent leads, applicants and brand advocates.

Content is key in modern employer branding.

## What is the purpose of this role?

This role aims to get target talents on a Candidate Journey of the Information Era with your company and move them forward step by step towards your recruitment funnel.

In this role, you control and manage all of the employer brand content ideas to fit your employer brand content plan because the content marketing plan must remain coherent with your employer brand strategy.

**The purpose of this role is to make sure your employer brand content backlog is always full of fresh ideas for your content producers to pick up and produce into sharable content.**

Most employer brand practitioners have little idea how even just a couple of innocent Instagram posts out of your employer brand context can get your audience confused and drive them away.

### Managing content for recruitment marketing campaigns

Employer brand content comes valuable also in recruitment marketing campaigns. Just the same, the employer brand message needs to stay coherent and each separate campaign must communicate the same key benefits of a career in your organization.

## How to get started in this role?

There are two very common and useful ways to get started and work your way forward towards this role:

(1) As a content producer if you have content creation skills.

(2) As an employer brand content coordinator if you are good at organizing and coordinating.

Contributing to writing articles and blog content for recruitment marketing or the career site is one example. Or taking over the employer brand social media accounts and creating and posting content.

An equally good idea is to offer using your writing skills to interview your expert colleagues and create subject-knowledge articles on their behalf.

What this role calls for from day one is a passion to ideate and create content relevant for the audience.

## Examples of key skills and knowledge you want to focus on developing:



- Content marketing management
- Best practises in content marketing
- Employer brand marketing and communication
- Recruitment marketing and communication
- Internal talent communication
- The science of persuasion
- Content types and formats
- Content consumption habits of your talent audiences
- Content marketing tools and applications
- How to ideate content from strategic talking points and key messages?
- How to leverage content marketing on the Candidate Journey?
- What are the difference and best uses for short-form and long-form copy content?
- How to leverage social media and digital marketing in content marketing?
- How to measure the impact and value of content marketing in employer branding?



One of the best ways to sabotage your content is to not tie it to your goals.  
Know why you're creating content.

ELLEN GOMES

## Learn the art of ideating content around key themes

When your skills develop and you learn more and more about the art of content creation, you are able to move forward to the content management side of this role.

The Employer Brand Content Manager should always have a well-planned employer brand strategy or at least, a researched outline of the key talking points.

### IDEATING CONTENT ONLY AROUND KEY THEMES

One of the reasons the modern employer branding I teach is so successful is because the method gives you a framework used in all content ideation and creation.

Start paying attention to emerging topics and key trends in your talent industry or landscape. Learn from the experts!

Use tools such [answerthepublic.com](https://www.answerthepublic.com) and Google keyword planner to help you with content ideation.

**Employer brand content management is successful when, as a result of employer brand content marketing your talent audiences inside and outside:**

- Have a correct image of what it is that you do and represent as an organization, a business and a place of work.
- Describe your company to others in your intended ways, words and images.
- Are engaged and committed to your employer brand because the underlying message is clear and consistent, and every piece of content comes from the same storybook.

## Creative Employer Brand Content Producers



Do what you do so well that they will want to see it again and bring their friends.

WALT DISNEY



Be honest, you probably see yourself as a bit of an artist, don't you?

That's exactly why this role is the perfect starting point in your talent marketer's career, even as a side hustle!

**Talents who typically take on this role kind of drift into this role or actively offer to help so that they could do what they love during working hours!**

What makes this role different from the Talent Communication & PR specialist's role is the element of art and technical content production skills.

Instead of being super strong with words and expressions, your talents are more prevalent in one or more of the areas such as graphic design, photography, podcasting and creating video content.

As the value of quality content keeps growing and the demand for versatility in your content mix increases, talent marketing teams need the help of creative content creators and producers.

## How does this role contribute to employer branding?

As content consumers, we tend to have our personal preferences regarding the types and formats we consume.

Consider a good talent customer service to be able to service those different needs.

When we can cater content to our audiences' different moods, needs, and preferences at different steps in the Candidate Journey, we are more likely to grow the reach, the size of our talent audience, and the traffic to our web site.

Buying creative content from marketing agencies guarantees the quality and speed of production, but you also pay for the expertise.

If an organization already employs people who spend a lot of time on creative content production as a hobby, there is a clear win-win on the horizon.

You get paid to spend time on your hobby at work, and your employer saves a lot of money going in-house in content production.

## What is the purpose of this role?

To help create diverse employer brand content to attract, inspire, motivate, educate and move the talent audiences forward in their Candidate Journey with your company.

Adopting a content-strong strategy for employer branding requires a sound content production cycle. This is likely to keep you busy as a Creative Employer Brand Content Producer.

## How to get started in this role?



If you have a suitable talent and have rehearsed your skill as a spare time activity, consider speaking with your boss, HR or the employer branding team.

Offer your helping hand as a side project or volunteer to help when needed aside from your main role.

A current trend in organizations is to produce for example recruitment videos and build their own image banks instead of using stock photos.

As both you and the company you work for become more mature in your talent marketing and employer branding endeavours, regular content production is likely to be one of the first commitments made and budgeted for.

This may open up an opportunity for a full-time role as a creative employer brand content producer and start your career in modern talent marketing!

## Examples of key skills and knowledge you want to focus on developing:

- Further developing and updating your skills in your chosen creative or technical art.
- Understanding what employer branding and talent marketing are and what value they must generate.
- Growing an understanding of the company's target talent audiences and their content consumption habits.
- Expanding your knowledge of available tools, application and software you and your company can benefit from.
- Paying attention to how the competition for the same talent audiences uses the same creative art and technology to build their employer brand.
- Collaborating with the other talent marketing team members.



When we create something, we think, 'Will our customers thank us for this?' I think it's important for all of us to be thinking about whatever marketing we're creating; is it really useful to our customers? I think if you think of things through that lens, it just clarifies what you're doing in such a simple, elegant way.

ANN HANDLEY

## Examples of roles valuable in the modern talent marketing and employer branding team

- Content illustrator
- Graphic designer
- Art Designer
- Video/audio content producer
- Podcast host
- Brand photographer
- Creative director

## Consider offering help with

- Enhancing the visual employer brand content. Smudgy photos on Instagram are not doing your employer brand a favour.
- Creating more suitable video content for recruitment marketing. The commercial video type is not exactly appealing in the talent marketing context.
- If you know how to shoot and edit a nice image or create videos, the talent marketing world needs you!
- Inspiring and instructing how to look outside the box when creating content. Nobody is going to watch the 10th Google listed video about the same thing.







**TALENT**  
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## This should not be the end of it..

If you haven't yet, check out my popular podcast and blog to get started.

Everything I teach in [my blog](#), [my podcast](#) and the new [@talentmarketingpro Instagram account](#) for free is based on the Magnetic Employer Brand Method I developed in 2017.

Furthermore, everything you will learn at **Talent Marketing School** is going to be based on this method as well as what I have learned to be relevant in achieving lasting talent marketing success over my 20-year career.

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