



A GUIDE TO RECRUITMENT WITH RADIO

In today's competitive talent market, recruitment advertising has become a necessary strategy for employers to reach the candidates they need.

When properly leveraged, recruitment advertising helps businesses access candidates, showcase their desirability as an employer, and generate a consistent pipeline of talent.



EMPLOYER BRANDING

“What gets measured, gets managed.”

– Peter Drucker

The chief reason why people consider a career move is knowledge of the culture and values of the company they're thinking of joining. At the same time, the biggest obstacle to making a job change is not having this knowledge, according to LinkedIn Global Talent Trends research.

That's where Employer Branding comes in. Companies are increasingly investing in Employer Branding to communicate with potential employees. The goal of these efforts is to attract the right people to apply, join, and enjoy long, productive careers at the organization.

Leading organizations think of Employer Branding as Employee Experience. This holistic, long-term view encompasses market engagement with their brand as an employer, to when candidates become employees, to when they exit, to when they may 'boomerang' or return to you.



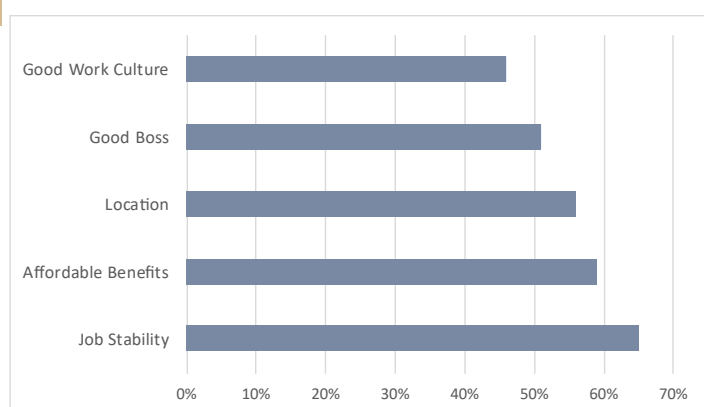
Here's how tracking the ROI of Employer Branding across the full employee lifecycle looks:

- **Talent Pool:** % of talent pool engaged, talent pool engagement vs. talent competitors.
- **Candidates:** quality referrals, new hire feedback, offer acceptance rate, interview/hire ratio.
- **Employees:** new hire ramp time, employee engagement, attrition, time to promotion, employee referral rate, talent flows to/from talent competitors.
- **Alumni:** Exit interview feedback, alumni referral rate, 'boomerang' or re-hire rate.

Perhaps tracking return on investment in Employer Branding and Marketing is not so different after all.

WHAT EMPLOYEES WANT

Based on a survey of more than 3,200 workers across various industries, when asked what factors rank as more important than salary when considering a position, employees said:



Based on research by the U.S. Bureau of Labor Statistics, occupations projected to add the most new jobs between 2014 and 2024:

- | | | |
|------------------------|------------------------------------|--|
| 1. Personal care aides | 7. Customer service rep | 12. Medical assistant |
| 2. Registered nurses | 8. Restaurant cooks | 13. Janitors and cleaners |
| 3. Home health aides | 9. General and operations managers | 14. Software developers |
| 4. Food prep/service | 10. Construction laborers | 15. Laborers and freight, stock, and material movers |
| 5. Retail salespersons | 11. Accountants & auditors | |
| 6. Nursing assistants | | |

According to a 2016 survey by Glassdoor, 53% of American employees (including those self-employed) believe if they lost their job they would be able to find a new job matched to their experience and current compensation levels in the next six months.

(Source: Glassdoor, 2016)

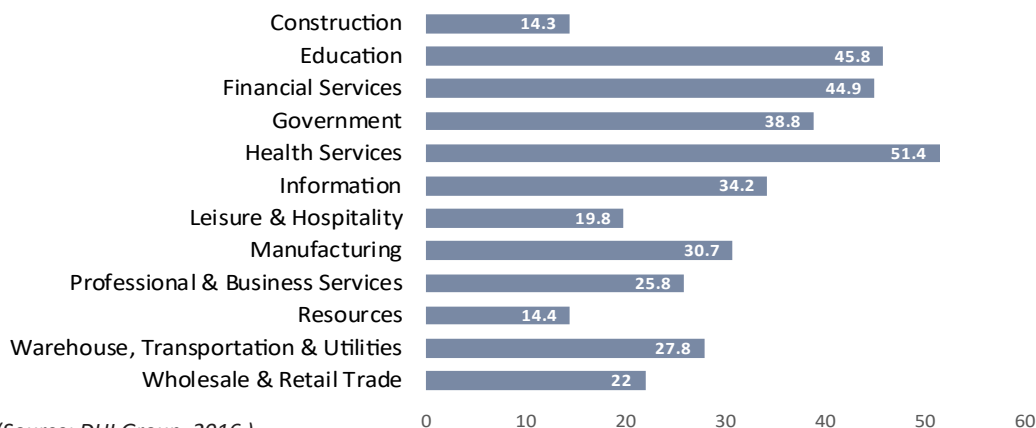
These were the top job-seeking methods utilized by unemployed individuals, based on research by the Bureau of Labor Statistics (more than one answer possible):

- 57.4% Resumes or Applications
- 50.5% Contacted Employer Directly
- 26.8% Friends or Relatives
- 17.2% Public Employment Agency
- 15.1% Placed or Answered Ads
- 8.3% Private Employment Agency
- 14.1% Other

(Source: U.S. Bureau of Labor Statistics, 2016)

FILLING THE POSITIONS

As of early 2016, the average number of working days it took to fill a job in various industry categories:



(Source: DHI Group, 2016)



The weekly reach of radio includes 88.7% of adults 18+ who say they are "very likely" to change jobs during the next year, and 87.9% of employment seekers who searched online career websites in the last 30 days.

(Source: GfK MRI Doublebase)

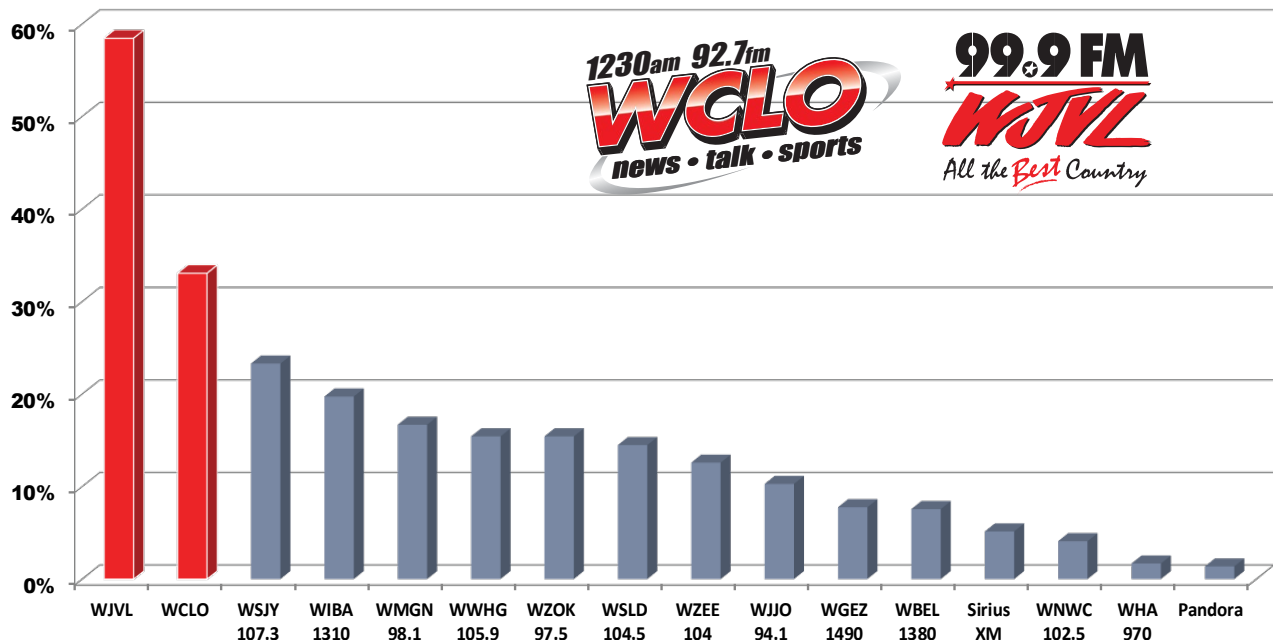


Radio has established itself as an excellent vehicle for businesses to deliver their messages to an increasing number of potential recruits. Each week, radio reaches 90.9% of persons ages 12+, and 65.7% of these consumers on a daily basis. In all, more than 249 million Americans ages 12-and-older listen to radio every week.

(Source: Nielsen Audio, 2017)

WHERE TO ADVERTISE

Which of these radio stations do you listen to in a typical week?



(Source: Troy Research 2018)