



MONSTER EMPLOYER BRANDING

COPYWRITING

Tailored content to help you find the right fit.

Make your career site, job descriptions, and other forms of content, sound human, relevant, and unique to you.

Your relationship with candidates is highly based on words. Let us make sure you use the right ones.

Our copywriters create impactful content that:

- Connects people to your Employer Brand
- Keeps them engaged
- Accompanies job seekers to successfully complete a task (searching open positions, sending their resume, joining your talent community, etc.)

We step into your ideal target audience's shoes to think:

- What do they want?
- What will pique their curiosity?
- Drive their interest?
- And trigger the desired action.

Increased usability

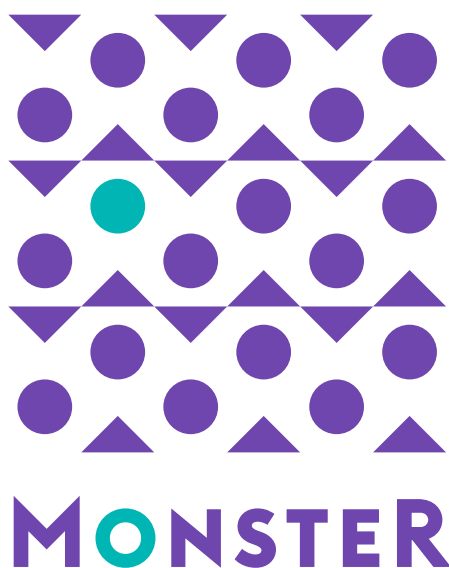
The right words appear exactly where they are needed and allow users to save time (and frustration).

The result? Job seekers remember how pleasant, easy, and natural it felt to browse your career site.

Enhance your voice & differentiate from others

Headlines, subtitles, call-to-action buttons, error messages... everything has the potential to be a branded message. Present job seekers with something that stands out from predictable job search interfaces.

We work hand in hand with our in-house Web Accessibility experts, who make sure every piece of content is accessible, allowing you to be more inclusive and reach a wider audience.



Trust your employer brand to a proven performer

For 25 years, Monster has been gathering job seeker data. How they think, how they behave, how they convert. No one else can build and execute your employer recruitment projects the way we can.

THE FOUNDRY by Monster is a big-idea, good-enough-is-not-enough team of digital strategists and experts of recruitment and retention. As an employer branding agency, we help recruiters and HR professionals across North America forge their employer brand, tell their story and fortify their recruitment marketing. And we'd be delighted to play a part in your recruiting success.

What our clients have to say

"We trust The Foundry with our employer brand as they really understand the challenges we face. Discount is extremely pleased with this partnership."

— Discount Car & Truck Rentals

For more information, fill out The Foundry by Monster's Deltek Marketplace [Contact Us](#) form today!

15 THE **FOUNDRY**[™]
YEARS BY MONSTER

Employer Branding Agency