

EMPLOYER BRANDING SOLUTIONS

EMPLOYER VALUE PROPOSITION

Differentiate Your Brand Through Unique Content

An EVP is your promise, as an employer, of what you will give to your employees in return for their time, loyalty and productivity. It's a bold, compelling and genuine statement that defines you. It acts as a filter and a magnet, getting the right people to apply.

A powerful Employer Value Proposition crafted for you.

If your company has very little time and needs powerful career-related content to tell their story, The Foundry by Monster has exactly what you need. We uncover and highlight your internal culture and wow factors to create a competitive Employer Value Proposition.

Our Employer Brand Specialists conduct interviews to collect valuable insights from your Marketing and HR teams or top employees. They are supported by design, SEO and copywriting experts who will create a memorable identity and compelling story.

The Foundry also provides you with site map recommendations helping you to build a career website that will showcase your new EVP.



The EVP includes:

- Up to three 60-minute phone interviews (1 person per interview) with key stakeholders (Marketing, HR and/or top employees)
- SEO research for copywriting
- Copywriting for:
 - About
 - Working Here
 - Our Benefits
- Visual identity
- Tone
- Recommended site architecture/audience segmentation for careers

At the end of the project, you will receive all the critical content for your career website to attract the audiences you want to hire and retain. Fast, efficient and unique to you!

THE **FOUNDRY**
BY MONSTER

MONSTER



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 them 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!

THE **FOUNDRY**[™]
BY **MONSTER**
Employer Branding Agency