

# Indeed

Public Sector Employer Brand Campaign

, Company



# Table of Contents

|                    |                                                                                                                                                                |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>3-4</b>         | <b>Public Sector Employer Brand Campaign Overview</b>                                                                                                          |
| <b>5</b>           | <b>Public Sector Landing Page Content</b>                                                                                                                      |
| <b>6</b>           | <b>Central Government Leg</b>                                                                                                                                  |
| <b>7-11</b>        | <b>Central Government Assets</b>                                                                                                                               |
|                    | <ul style="list-style-type: none"><li>• It's Time to Close the Gap eBook</li><li>• eBook Sales Deck</li><li>• Social Posts</li><li>• Emails Sequence</li></ul> |
| <b>Coming Soon</b> |                                                                                                                                                                |
| <b>12</b>          | <b>NHS Leg</b>                                                                                                                                                 |
| <b>13</b>          | <b>NHS Assets</b>                                                                                                                                              |
| <b>14</b>          | <b>NHS Case Study</b>                                                                                                                                          |

# **Public Sector Employer Brand Campaign Overview**

## Employer Brand

# Public Sector Campaign Overview

Atomic agency worked with Indeed to create an integrated Employer Brand Campaign geared towards Central Government recruiters and human resource teams in the wider public sector.

Their goal is help central government agencies (such as the public sector and NHS) amplify their recognisable brand name with a campaign that spotlights their strengths while reinforcing the idea that Indeed is the #1 partner for public sector recruiters.

This was a multi-faceted campaign, for which copy was created in the form of an eBook and supporting sales material.



# Public Sector Talent Hub

Indeed's Public Sector Talent Hub is where we guide users to for all the relevant assets.

## Overview

- Every asset on this page has been especially curated to appeal to public sector recruiters.
- It's spotlights how they can reinforce their strengths while eliminating their weaknesses.
- It also promotes Indeed as a strategic partner for these recruiters, backed by statistics and quotes sourced internally from Indeed.

[LINK TO LANDING PAGE](#)

[LINK TO PDF VERSION](#)

# Central Government Leg - Overview



# Central Government eBook

## It's Time to Close the Gap

The hero asset for the campaign.

### Overview:

This eBook provides deep insight into how Central Government can level the playing field and compete for talent. With tips for strategic employer branding, skills-based hiring and insights from other public sector recruiters.

[LINK TO EBOOK](#)

## Excerpt

# 3 ways to reimagine your employer brand

**Despite offering diverse career prospects and pioneering flexible working, the public sector struggles with a PR problem. In 2023, workers across the board took its most sweeping wave of industrial action in decades – with workers in healthcare, transport and education going on strike for better pay and conditions.**

Inflation and the cost of living crisis are the root causes of this action – but this series of strikes may cause the public to lose sight of the positives and benefits that come with public sector jobs. There is an opportunity here to retell your organisation's story, but the reality is that it needs to first strengthen its employer brand to be able to tell it.

With many people reassessing their careers and how they spend their

time, a strong employer brand is a recruiter's secret weapon<sup>3</sup>.

Just as movie goers might watch the trailer, setting a scene that appeals to younger generations, minority groups, and private-sector workers drives candidate interest.

Here, we'll show you how the central government can reimagine its employer brand – putting the sector's most appealing attributes front and centre.

### 1. Retell your organisation's story

75% of active job seekers are likely to apply for a job if the employer actively manages its employer brand.<sup>4</sup> Therefore, the central government need to shine a light on its unique selling points such as:

#### Work-life balance

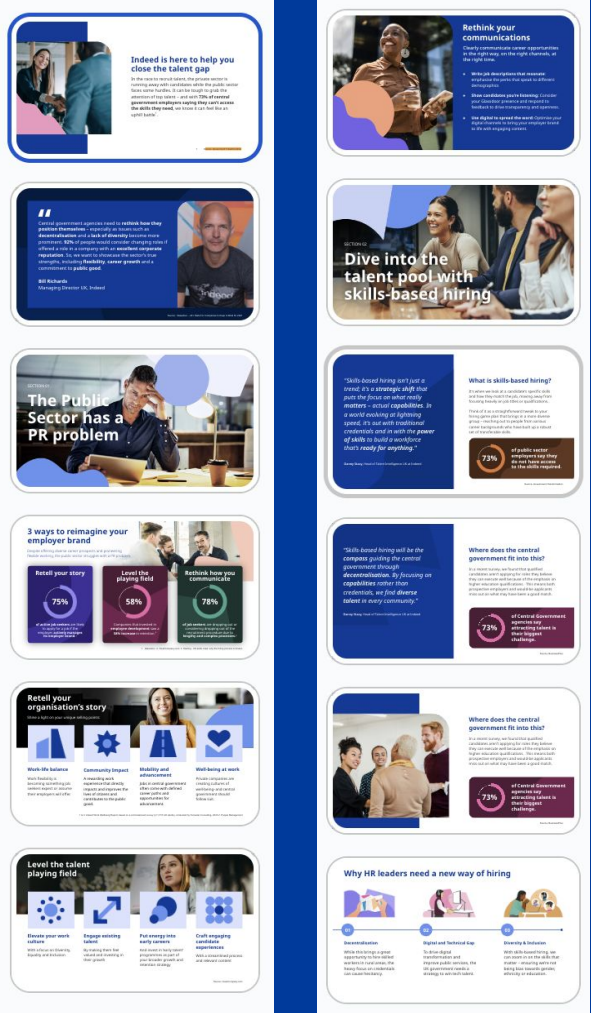
Work flexibility is more important than

LESS THAN  
**40%**

**of young people  
know how to get a  
government job.<sup>5</sup>**

ever according to our recent survey<sup>6</sup> which says "In this tight labour market, the so-called war for talent will be won or lost depending on the degree of flexibility employers offer." The survey amongst 5,000 workers that "flexible hours" was only second to "fair pay" when it comes to jobseeker priorities.

Stagnating search trends for remote work show that these kinds of arrangements are becoming



# Central Government eBook Deck

This is an eBook cheatsheet created to arm Indeed's salespeople with a complete breakdown of the eBook with digestible insights and key takeaways.

## Overview

- This deck is useful for presentations and pitches with prospects, providing an enticing taster of what the eBook entails.
- Each section provides a refined overview of each eBook chapter, putting the most valuable anecdotes front and centre—simplifying the selling experience.

[LINK TO DECK](#)

# Social Selling Assets

Here are example organic social posts created for sales to leverage and drive leads.

## eBook

**Indeed**  
764,579 followers  
1mo · 🌐

Follow ...

In the race to recruit talent, the private sector is running away with candidates, leaving the public sector facing some hurdles. Luckily, our latest eBook guides central government recruiters, with tips, advice, and insights, to overcome these challenges



  31 · 6 reposts

 Like  Comment  Repost  Send

Be the first to comment on this

## Landing page

**Indeed**  
764,579 followers  
1mo · 🌐

Follow ...

Calling all public sector recruiters! 🚀 Ready to revolutionise your recruitment game? Visit Indeed's Public Sector Talent Hub to discover the strategies and insights that will help you stand out, level the playing field and compete for talent. 🎯



  31 · 6 reposts

 Like  Comment  Repost  Send

Be the first to comment on this

# Sales email sequence

These **emails** are designed to engage prospective clients by guiding them through the benefits and features of Indeed's services for public sector recruitment.

Each email is structured to progressively build interest and provide actionable insights, while maintaining an open and flexible communication channel.

[LINK TO EMAILS](#)

|                | Email 1                                                                                                                                 | Email 2                                                    | Email 3                                                                                                  | Email 4                                                                              |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Job to be done | Introduction and value proposition                                                                                                      | Highlight core features                                    | Solve their problem - Insight highlights                                                                 | Closing/ follow-up email                                                             |
| Detail         | Introduce the eBook & value proposition. Keep it concise, engaging, and focused on addressing the prospect's pain points or challenges. | Showcase Indeed's unique characteristics and proof points. | Offer valuable industry insights (important stats from the book) while inviting them to organise a call. | Close the sequence on a high note, offering the client an open-ended invite to chat. |
| Key Content    | eBook                                                                                                                                   | Landing page                                               | eBook                                                                                                    | None - summarise                                                                     |

**NHS Leg**

**Coming June 2024**