

Employer Branding Content Strategy

Strategic content marketing / technology recruitment / interactive campaign

Context

A top-20 product software company in Ukraine needed to attract qualified candidates to its multi-team R&D centre. The campaign had to increase employer-brand awareness, create regular interactions with potential applicants, and communicate the company's culture and career opportunities clearly.

I acted as the agency team's sole IT-sector expert. My technology expertise and content-strategy contribution helped the agency win the account.

Objective

Help candidates understand a complex R&D structure and see relevant career paths inside the company.

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My contribution

- Conducting audience and competitor research
- Developing tailored content plans for three talent-acquisition groups: experienced developers, entry-level candidates, and non-technical specialists
- Creating concepts for three employer-branding special projects
- Designing a blueprint for a gamified online assessment that matched candidates with suitable R&D career paths
- Developing topics, article outlines, media research, SME sourcing strategies, and interview questions for employee expert columns
- Providing experience-based recommendations when client proposals were unlikely to support their recruitment objectives

Results

- Interactive special project reached approximately 40,000 users
- The campaign made the company's complex R&D structure easier for candidates to explore and understand
- Coverage in technology-focused media outlets generated an additional reach of 1,000-2,000 and supported the recruitment objective.