

**Life is short.
Work somewhere
awesome.**

19.10.2018



Liisi Niisuke



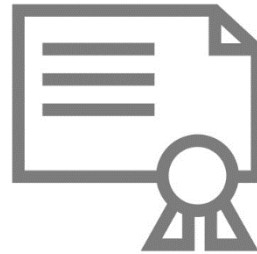
- Bachelor's Degree in Spanish language and culture
- Master's Degree in Human Resource Management
- An assistant for an architect
- Secretary in a law firm
- Office Manager in a call center
- UNEMPLOYED for 1,5 yrs
- Recruitment Consultant in Brandem



Employer branding and recruitment agency



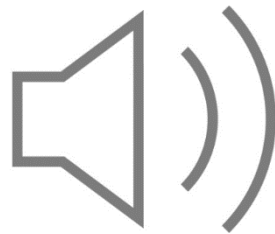
Employee surveys



Employer Strategy



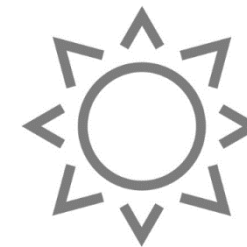
Job Ads and career pages



Recruitment Campaigns



Personnel Search

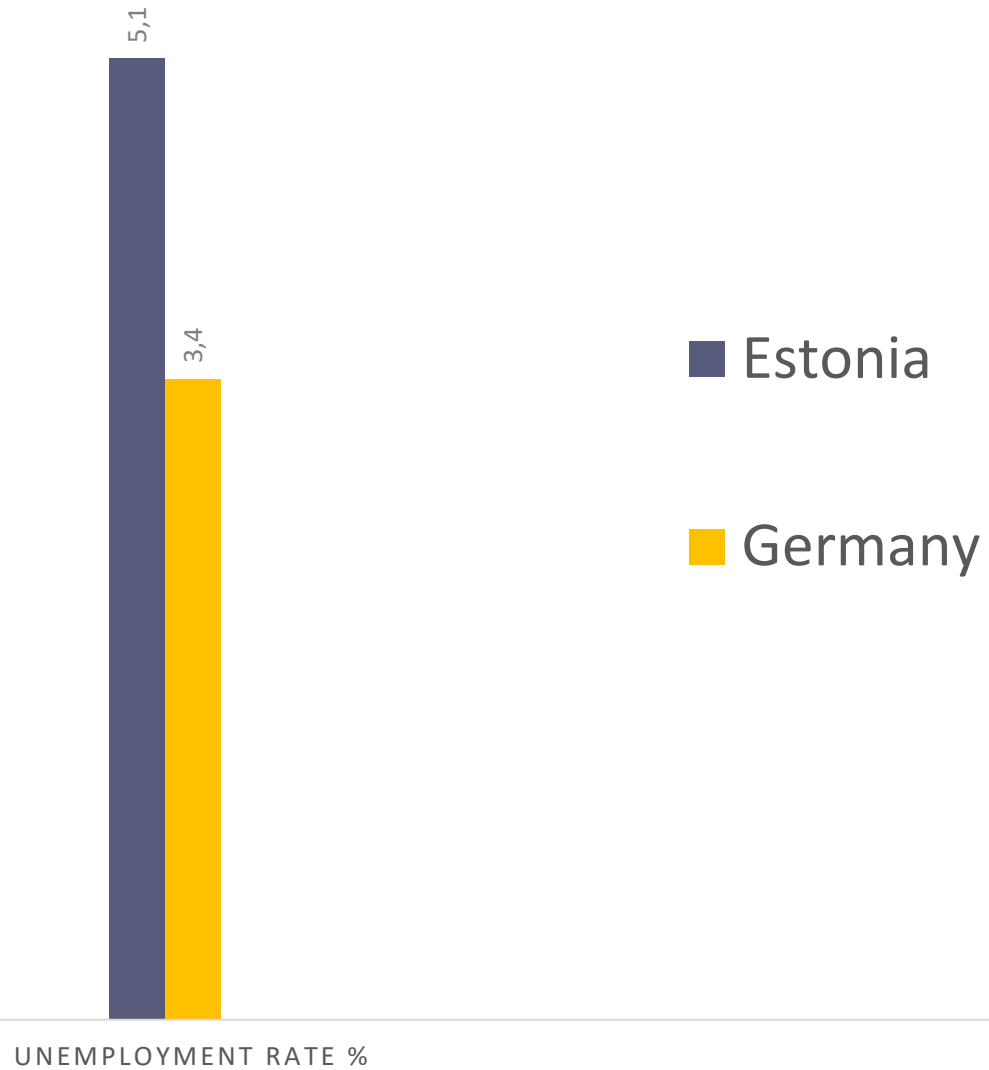


Employer Branding

Application process in Estonia

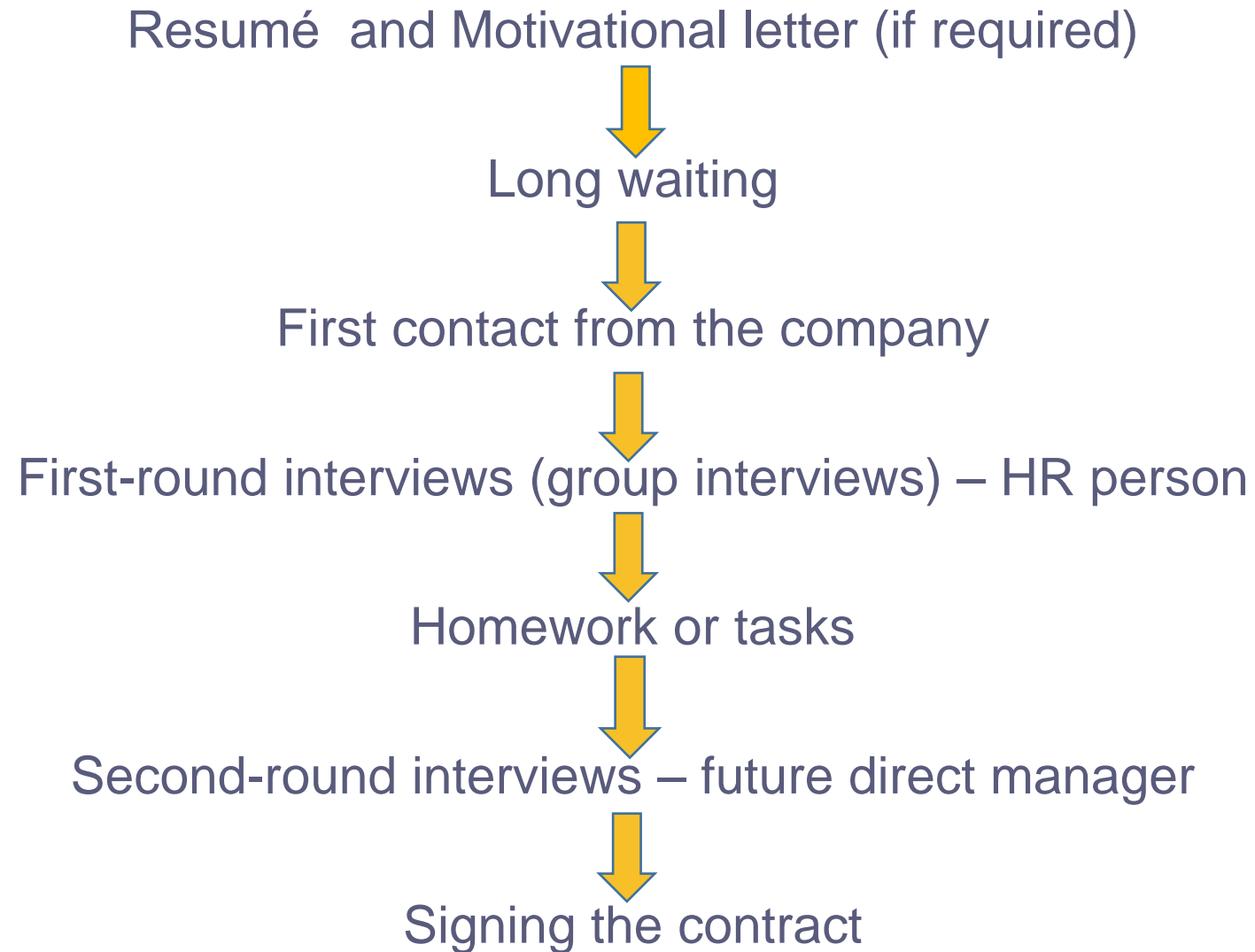


Unemployment rate




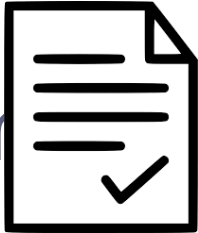



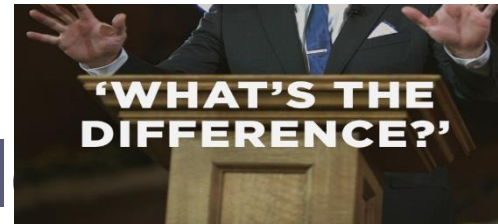
Application process in Estonia





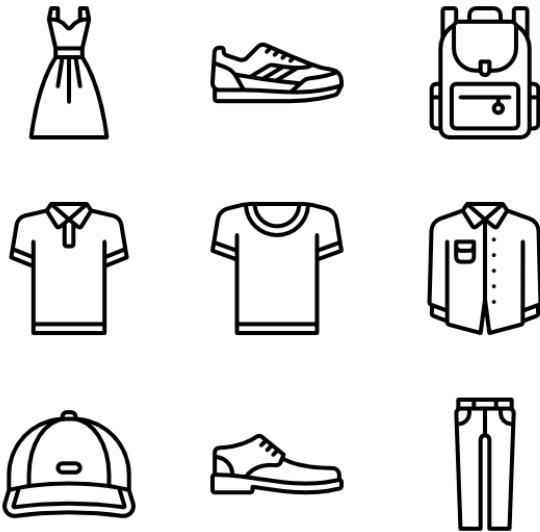
Resumé

- Do it your way 
- Visually attractive resumé 
- What to write do 
- Cover letter vs motivational letter
- Traditional way vs new ways (videos)
- Traditional paper vs digital

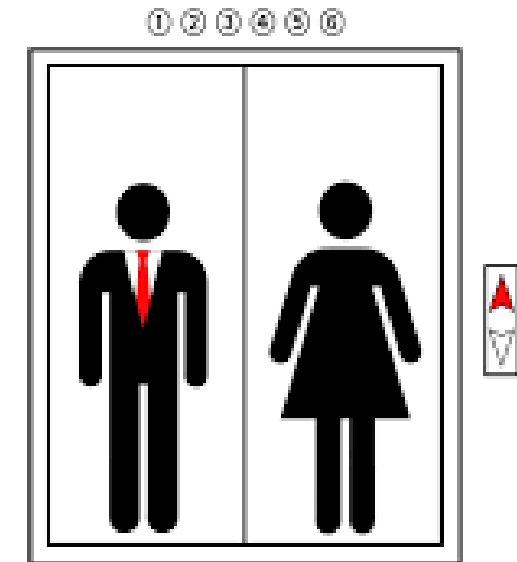




Job interview



**I don't know
how to act
my age; I
have never
been this
age before.**





What works today

- The world is changing – international level in recruiting
- Different recruitment campaigns which attract talents
- Video campaigns
- Skype interviews
- Videolind – What and why?
- Different application forms
- [Video CV](#)



What to consider while applying

- No recruiter can read your mind
- Research the company you are applying to, career page
- Take your time to figure out most suitable way to apply
- Be yourself
- Trust the recruiter
- First NO is not the end of the world



How do we work?

Meet the client ✓

Know his expectations ✓

Establish the campaign messages ✓

Compose a recruitment campaign ✓

Choose recruitment channels ✓

Interview the candidates via phone ✓

Interview the candidates from face to face ✓

Compose a profile for the candidate ✓



Examples

Campaigns that differ

[Heineken](#)

[Ikea](#)

[Volkswagen](#)

[Atlasbalans](#)

[Tavid job ad](#)

[Tavid campaign page](#)

[Resumé download](#)

[Brandem's Talent Pool](#)

[Brandem's blog: elevator pitch](#)

Employer Branding and Recruitment

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