



# Talent Acquisition & Employer Brand excellence through Career Website

May 19, 2010



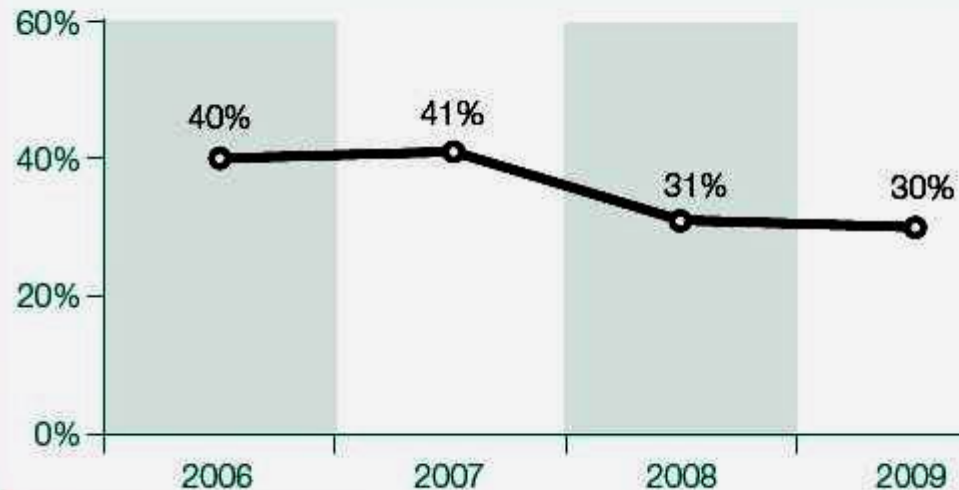
# The Global Talent Crunch: recession?

*Despite global recession and the weakest employment outlook in decades, employers are nonetheless facing a scarcity of talent in critical areas.*

**NOW HIRING:** The top 10 jobs that employers are having difficulty filling across the 33 countries and territories surveyed are (ranked in order)

- 1 Skilled Trades
- 2 Sales Representatives
- 3 Technicians (production/operations, engineering or maintenance)
- 4 Engineers
- 5 Management/Executives
- 6 Accounting & Finance Staff
- 7 Laborers
- 8 Production Operators
- 9 Secretaries, PAs, Administration Assistants & Office Support
- 10 Drivers

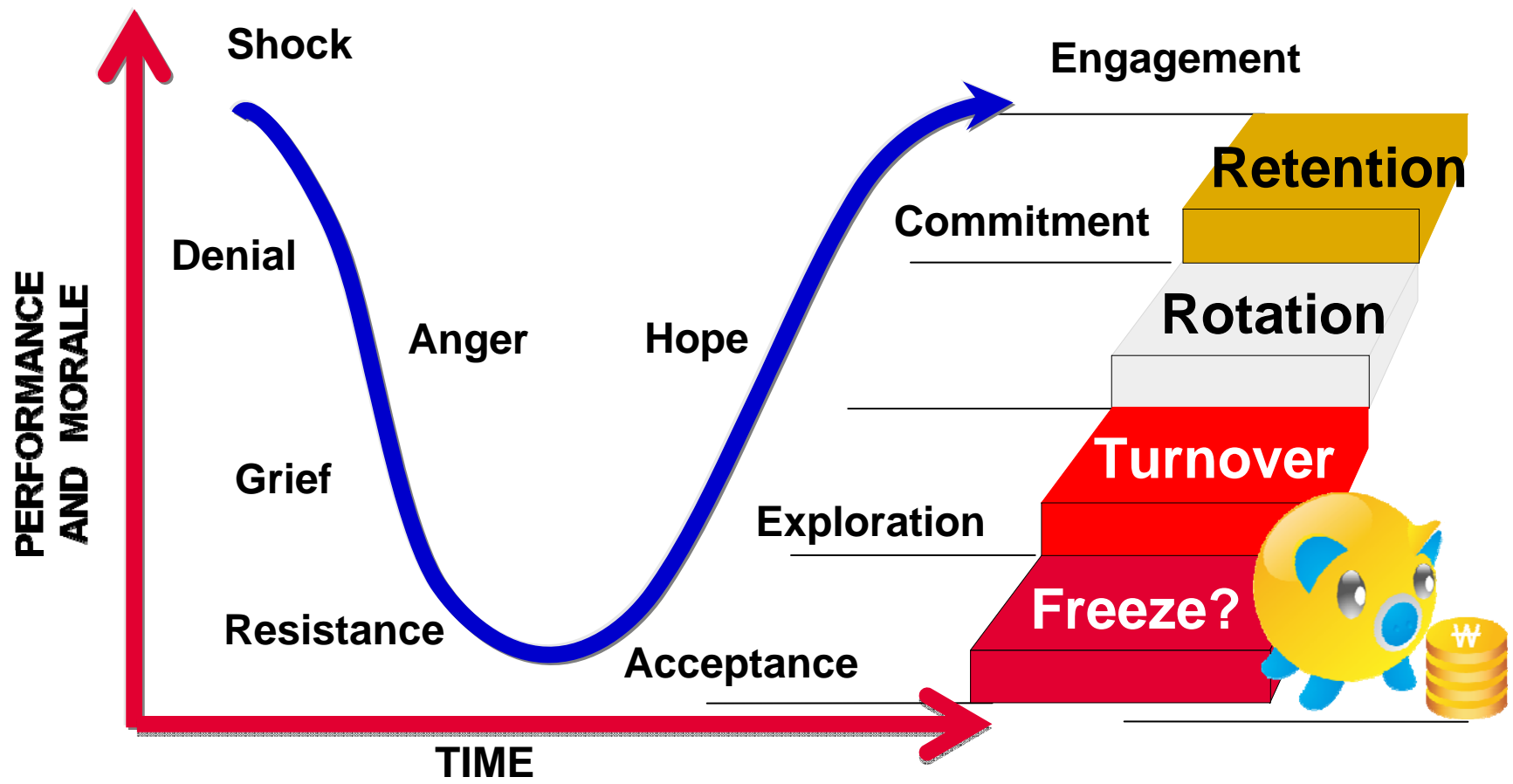
**SEEKING SKILLED WORKERS:** Percentage of Employers Having Difficulty Filling Jobs Globally



Source: Manpower Inc.



# The Global Talent Crunch: recovery?

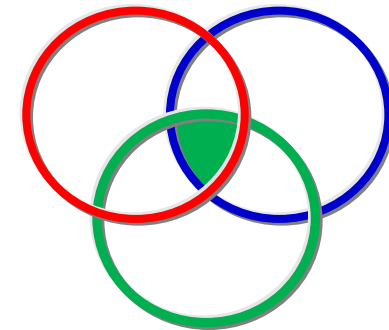
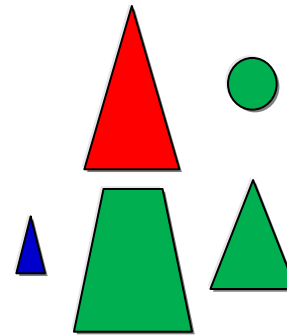
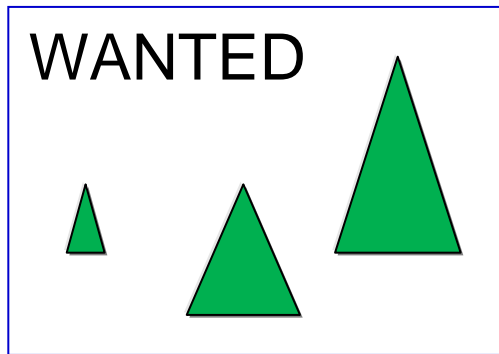
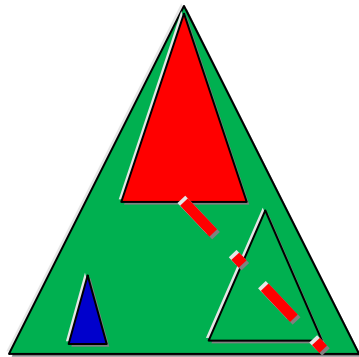


The change curve: Adapted for use with organizational change from Kübler-Ross (1969)



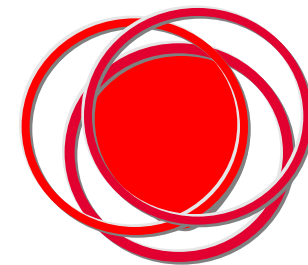
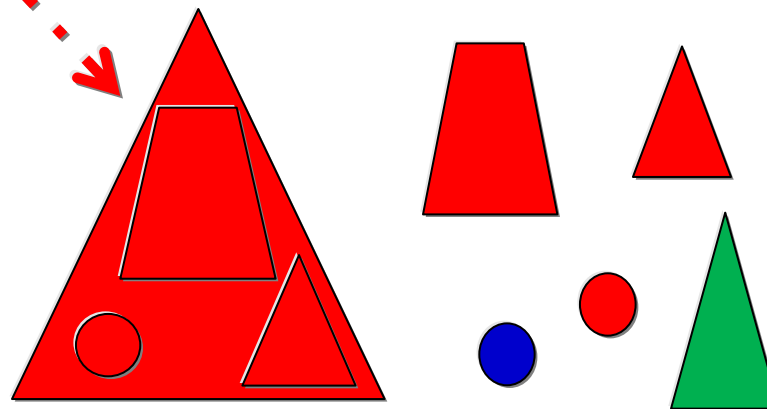
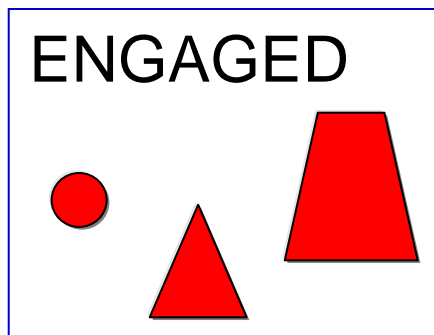
# Recruitment or Talent Acquisition?

## Traditional



Brand

## Strategic



Strong Brand





# Employer Branding is all about Relationship

- Between an employer and employees...
  - Current
  - Past
  - Potential
- Between employees and...
  - Each other
  - Customers
  - Stakeholders
    - Investors / analysts
    - Suppliers / vendors
    - Community leaders





# Employment Branding using the Web vs. Traditional Web Recruiting

## Your site *is the destination*

- All media, promotions, PR, etc., point to your site
- Goal: create and nurture a *relationship with visitors*

## You *own the audience*

- People who want to work for your organization vs. people who simply want a job
- You can sustain interest even when the prospect isn't actively looking
  - Relationship marketing – newsletters, job alerts, referral bonus offers, etc.
  - Alumni marketing – boomerang employees, networking
  - Forums / chats / social networks – build communities to which people feel kinship



## Objectives of image

- ▶ Build SOCIETE GENERALE Group's image in the world
- ▶ Value the local brands
- ▶ Explain the HR policies and practices
- ▶ Help discover the diversity of the business lines and the entities

⇒ *A website where candidates get to know the Group, its entities and can apply*



## Objectives of business

- ▶ Attract and seduce qualitative profiles
- ▶ Contribute to reach the recruitment targets

⇒ *A recruitment tool where HR teams manage postings*



# A global approach for an on-line solution of local recruitment



DRHG

Direction des Ressources Humaines

PRESENTATION OF SG GROUP IN THE COUNTRY

ACCESS TO JOBS IN THE COUNTRY WITH SEARCH ENGINE OR DIRECT ACCESS

BANNERS TO :  
- SG Group Careers  
- Other sections of the COUNTRY website  
  
AGENDA OF JOBFAIRS IN THE COUNTRY

PRESENTATION OF SG GROUP BRANDS AND ENTITIES IN THE COUNTRY



## SG Careers Portal in Russia

**SOCIETE GENERALE**

**Careers**

RUSSIA

Professionalism  
Innovation, Team spirit

Express Search

Job Function  
Keywords  
Location

Meet Our People

Discover our entities in Russia

SG Equipment Finance  
SBANK DeltaCredit

Map

Express search

Direct Access to Graduates and Experienced Hires

Banner with SG entities and their brands

About SG in Russia and our philosophy



## Careers' web TV: <http://careers.socgen.tv/en>

The screenshot displays the 'Careers.socgen.tv' website. At the top left is the 'SOCIETE GENERALE' logo. A navigation bar contains tabs: 'JOB FUNCTION', 'CAREER PATH', 'SOGELIVE', 'DISABILITY', 'CORPORATE', and 'BANKERS' STORIES'. The main content area features a large video player for a 'BANKERS' STORIES' video titled 'Nezha, a trailblazer'. To the right of the video player is a search bar and a list of 'Top videos' including 'Buyer (software)', 'Retail Banking at the heart...', 'Financial law Expert', 'Business Analyst', and 'Donald, in his grandfather...'. Below the video player is a 'Video wall' grid showing a collection of smaller video thumbnails. At the bottom right, there is a word cloud containing terms like 'Sogelive', 'Retail Bank', 'Bankers' Stories', and 'Reception Advisor'.

Careers.socgen.tv, broken down into six channels (Job function, Career Path, Sogélive, Bankers' Stories, Corporate, Mission Handicap) includes videos regarding the HR universe (testimonies, Job fair...).

If you are interested on adding some of your videos to this platform, we will send you the appropriate guidelines.



## Careers demo

Example of a country website: Russia

<http://www.careers.socgen.com/russia/en/home.html>

Example of the Group Careers homepage

<http://careers.socgen.com/groupe/en/home.html>





Thank  
You!