Best Employer Survey

Annual survey among students and professional candidates

2018
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Survey focus

Employer Value Proposition
What does the company offer as an employer?

External employer image
- Best Employer Survey among students
- Best Employer Survey among professional candidates
- Other sources

Internal employer image
- Employee opinion survey (engagement, loyalty, satisfaction)
- Interviews, focus groups

Employer brand

How it is perceived by external candidates

How it is perceived by employees

Survey focus

External communications

Internal communications
## Goal, tasks and survey process

### Goal
Analyze the labor market attractiveness of the companies, define preferences of the candidates while choosing a workplace and provide recommendations on employer brand management.

### Tasks
- Identify the most attractive employers according to external candidates (students and professionals)
- Analyze factors of employers’ attractiveness
- Define key sources of information about employers for candidates
- Spot widespread job search difficulties the candidates encounter
- Analyze candidates’ mobility and relocation readiness

### Process

*Online questionnaire*
- E-mails of respondents from last year survey
- External e-mail database
- Social networks

*Paper questionnaire*
- Job fairs
- Seminars and trainings
- Students events
- Other events

Data validation, processing and analysis

Development of the report

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Best Employer Survey
Preparation of the reports is also available on demand within the period from February till May and may take up to 2 weeks.
# Fees and contents of the reports

| Standard report (EUR 750) | ➢ Demographic and social profile of respondents  
➢ Readiness of respondents to relocate for employment purposes  
➢ Job search difficulties  
➢ Factors of employers’ attractiveness and sources of information about employers (All companies-Industry)  
➢ General and industry employer rankings |
|-------------------------|---------------------------------------------------|
| **Extended report** (EUR 1500) | ➢ Individual company analysis*:  
➢ Company’s dynamics in rankings  
➢ Factors of attractiveness  
➢ Sources of information about the company  
➢ Industry benchmarking  
+ Suggested action plan on employer brand management  
+ Breakdown of factors of attractiveness and sources of information by different demographic groups |
| **Additional options** (from EUR 500) | ➢ Customization of parameters of the survey (target audience, group of companies for comparison, etc.)  
➢ Development of custom data cuts (e.g. by region, work experience, university, etc.)  
➢ Analysis of the external employer brand using other tools (e.g. monitoring of the Internet sources, events, etc.)  
➢ Analysis/development of Employer Value Proposition  
➢ Conduction of employee opinion survey (engagement, satisfaction, loyalty) |

-5% for previous year’s participants

-10% for ordering 2 reports

*If sufficient data available
Practical use of the reports

We will help you answer these and other questions:

► How is your company perceived as an employer comparing with other companies in the labor market?
► How did the perception change over the last few years?
► What makes your company attractive to external candidates?
► What sources of information are used by external candidates to find out about your company as an employer?
► How to increase the effectiveness of communications in your company?

The reports may be useful for HR, Marketing, PR, Corporate communications and other functions engaged in monitoring and analysis of the labor market, branding, recruiting and employee motivation.
How to place an order

Select the target audience:
- Students
- Professional candidates
- Both

Select types of the reports:
- Standard
- Extended
- Standard/Extended

Select language of the reports:
- English
- Russian
- Ukrainian

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OR

Contact us (see Page 9)
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