

PUPflicks Series

EPISODE 1:

Reduce recruitment costs through a personalized candidate experience

PageUp 

January 2021



Belinda Cawthorne
Head of Enablement



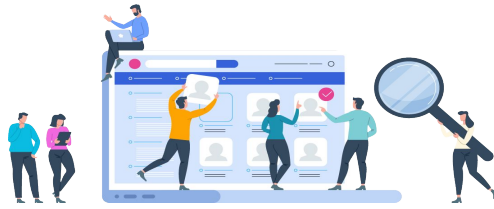
Marcus Strang
Head of Solutions Engineering
North America & Europe

Your current challenges



Budget cuts

Limited spend,
resourcing constraints
More with less



Talent attraction

Find the right person for
the right role



Diversity, Equity, & Inclusion

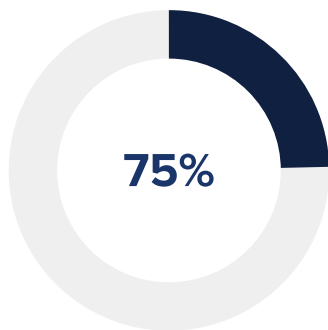
Attracting a diverse cohort
of talent



Stood down/furloughed

Employees require
nurturing

We know that...

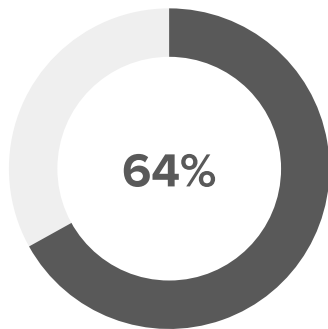


**Passive Candidate
Traffic**

**75% of job seeker traffic is from
candidates “just browsing”**

Active job seekers
Approx 25% of visitors on your
career site will apply for your
roles.

We know that...



Security

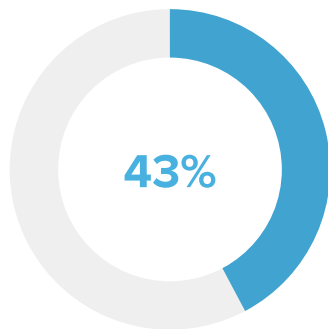
**Almost 2/3 say job security is
the priority**



Build Trust

Candidates are nervous to
move jobs right now due to
uncertainty

We know that...



Confident

**Are feeling confident in
finding a role**

**Be in the long game with
talent**

Engage and form
relationships with the talent
you want

**How can an intelligent careers site
address these challenges?**

Questions?

Up next

in this PUPflicks Series - Recruitment Marketing

- Event 2 26th January - 2pm ET
Reduce recruiter effort through engaging and automated workflows
- Event 3 2nd February - 2pm ET
How to proactively manage your talent community
- Event 4 9th February - 2pm ET
Maximize the potential of your workforce through internal mobility

Thank you

PUPflicks Series

EPISODE 2:

Reduce recruiter effort by creating engaging and automated workflows

PageUp 

February 2021



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Your current challenges



Budget cuts

Limited sourcing and agency spend, resourcing constraints
More with less



Job Applications

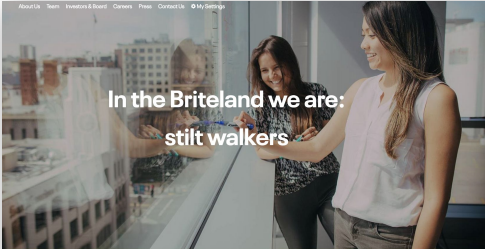
Not enough or an overwhelming amount of applications



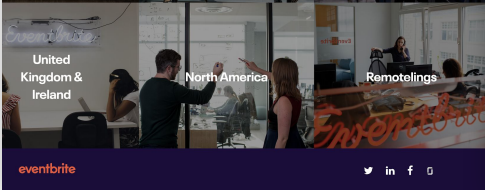
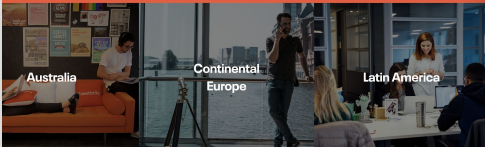
Talent Attraction

75% of job seeker traffic are 'window shoppers'
Candidates are nervous to move jobs due to uncertainty

Now is the time for an intelligent careers site



At Eventbrite, we make work play. We tackle complex challenges, work hard, high-five and celebrate. We're risk-takers, fast learners, and experts in our fields. Together, we're redefining an industry in desperate need of a shakeup.

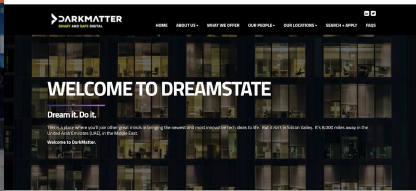


Your Internal Vacancies website

Here you will find all vacancies currently seeking applications from Bank of Ireland employees. You can find vacancies of interest to you by selecting to see all vacancies below, or by choosing the category of interest to you. Alternatively, the Quick Search option above allows you to search by role title, category or keywords.

Please note that occasionally, due to Bank of Ireland IT restrictions, an application submission may be delayed and any further correspondence may be delayed as well. If you submit an application you are advised to check your spam/junk folder regularly.

For further information please contact recruitment@bank.com.

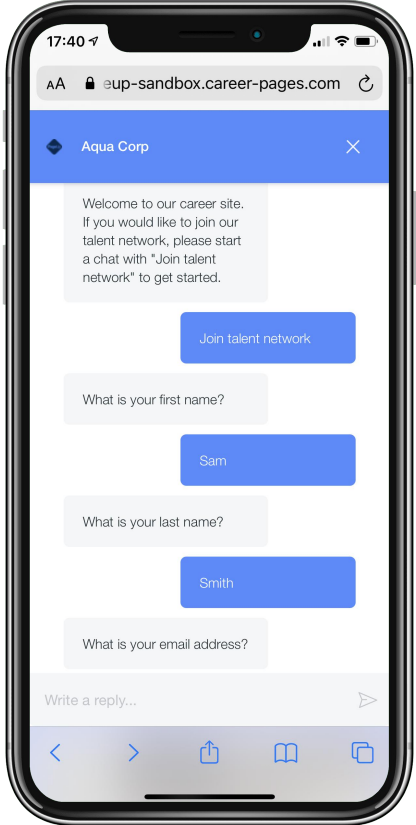


DREAM INDUSTRY

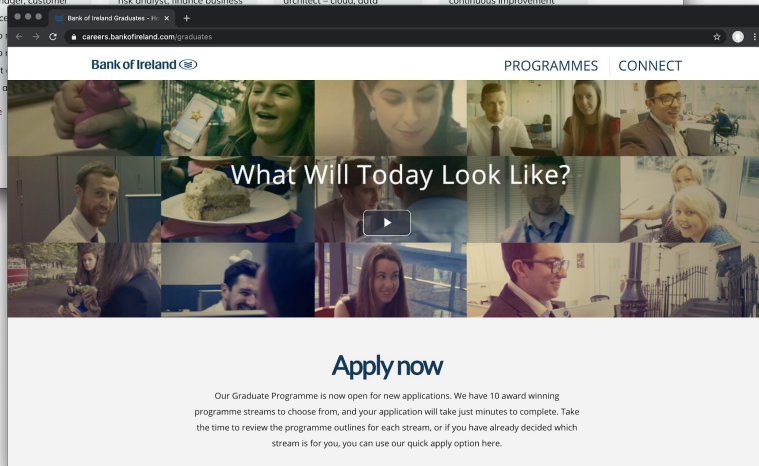
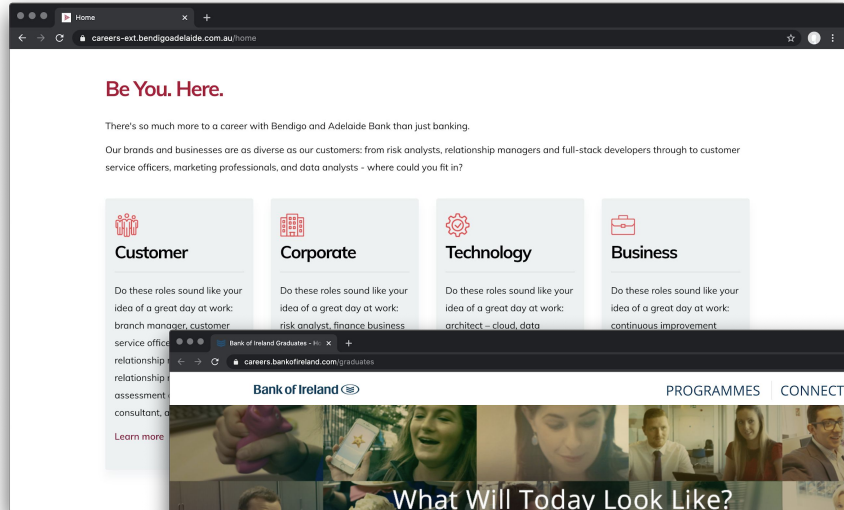
Develop solutions for problems that haven't been solved before.

MAKE THE FUTURE A SAFE PLACE

Build resilient and secure systems that protect the world's most valuable assets.



Personalized & targeted experiences



Careers Blog

Career Development Story: Karina, Director, IT Governance
Published on Nov 19, 2020

Innovation During a Pandemic - Harindra, Principal Software Engineer
Published on Nov 9, 2020

A Day in the Life: Product Owner Noel
Published on Aug 28, 2020

Day in the Life: Cloud Engineer
Published on Jul 24, 2020

A Day in the Life of a Pathologist
Published on May 7, 2020

Inside our Germany Location
Published on Apr 20, 2020

Recommended Jobs

Senior Automation Engineer
Second Street, Cambridge, Massachusetts, United States

Executive Assistant
Seaport Blvd., Boston, Massachusetts, United States

Senior Automation Engineer
Second Street, Cambridge, Massachusetts, United States

Senior Technology Product Operations Lead
Seaport Blvd., Boston, Massachusetts, United States

Know what is working and easily optimize

PageUp Home > Reports > Pages Overview > Homepage Sam Hannaway

SEARCH ALL JOBS INTERACTED WITH BY 5 PEOPLE HIGH INTERACTION

Search by job title, location, department, category, etc. INTERACTED WITH BY 2 PEOPLE MEDIUM INTERACTION

What do you want to do? INTERACTED WITH BY NOBODY LOW INTERACTION

| | | | |
|---|--|--|---|
| INTERACTED WITH BY ONE PERSON LOW INTERACTION Technology Develop the products and tools of the future for billions of users. SEE JOBS | INTERACTED WITH BY ONE PERSON MEDIUM INTERACTION Finance Find, grow, and support the people who manage the Aqua Corp. finances. SEE JOBS | INTERACTED WITH BY 2 PEOPLE HIGH INTERACTION Sales Equip businesses with the right tools to help them grow. SEE JOBS | INTERACTED WITH BY ONE PERSON MEDIUM INTERACTION Communications Connect users to the product magic of Aqua Corp. technology. SEE JOBS |
|---|--|--|---|

Register your interest in Aqua Corp. INTERACTED WITH BY 3 PEOPLE HIGH INTERACTION

PageUp Home > Careers Website > New York jobs Sam Hannaway

Upload Photos Pending Changes Update View Settings

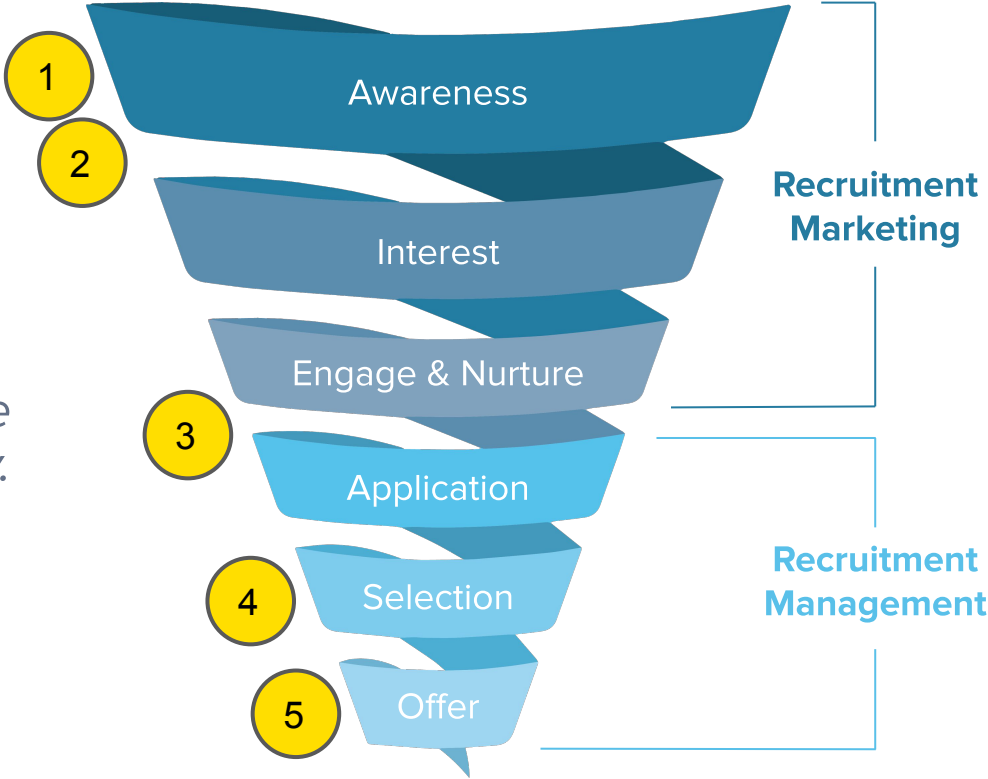
Aqua Corp Home About Services Careers Graduates Contact Your settings

- Text
- Image
- Team Member Quote
- Team
- Jobs List
- Job Description
- Job Search Results
- Job Search Form
- Call-to-Action
- Map
- Code Block
- Video
- Blog Post Body
- Blog Posts List
- Candidate Settings

**How can we nurture candidates
(ongoing) with little to no effort?**

The Recruitment Funnel

Marketing automation can increase engagement and efficiency throughout the entire candidate journey.



Demo

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Questions?

Up next

in this PUPflicks Series - Recruitment Marketing

Event 3

2nd February - 2pm ET

How to proactively manage your talent community and maximize the potential of your workforce.

Thank you

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PUPflicks Series

EPISODE 3: How to proactively manage your talent community and maximize the potential of your workforce

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February 2021



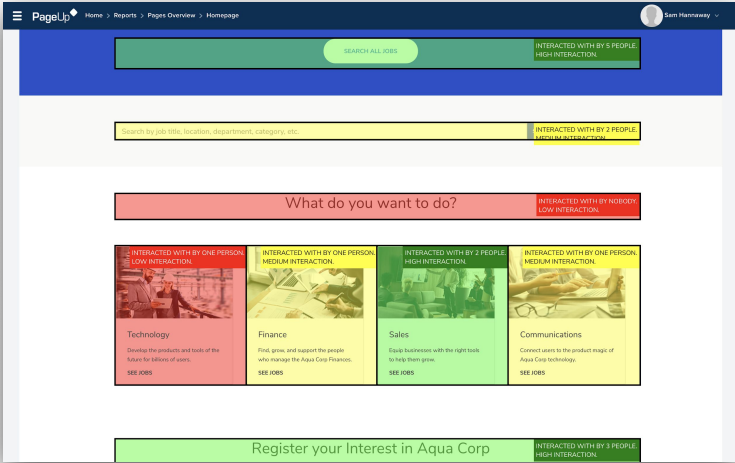
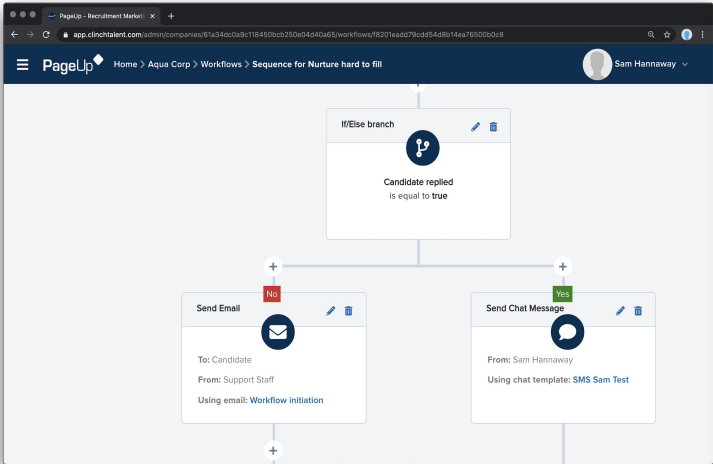
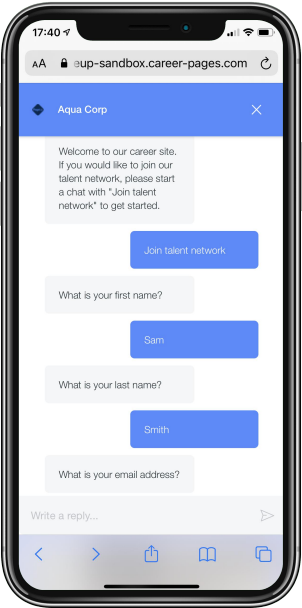
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Previously, on PUPflicks...

Careers sites, automation and insights



Your current challenges



Talent Attraction

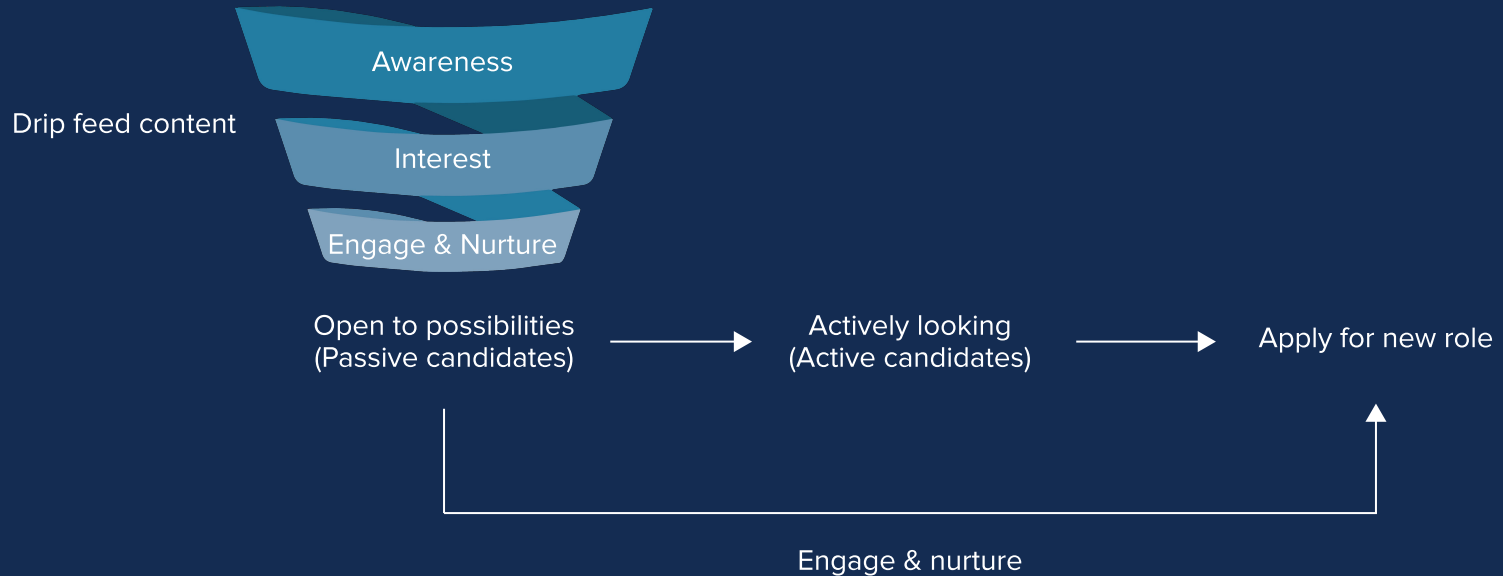


**Poor
Candidate Experience**



Employer Brand (EVP)

Transitioning from reactive recruitment to proactive attraction



**How can you proactively manage
your talent community?**

Three lenses on your talent community

**Targeting
via
automation**

**Brand &
Scale**

Recruiters

Reactive
↓
Proactive

Insights

Demo

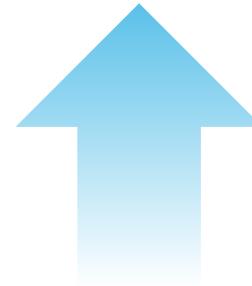
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Reduce spend and increase employee engagement



Reduce

Sourcing spend
Recruitment costs
Onboarding costs
Training costs



Increase

Employee retention
Employee Morale
Employee Performance

Thank you

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