

# Candidate Marketing

Content led  
Data driven



It's what we do

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# Our mission

The candidate marketing team exists to provide diverse pools of engaged candidates for all Co-op jobs.

Our approach to sourcing candidates is:

**Data driven:** We use internal campaign data and external market data to understand the best approach to source the candidates we need.

**Content led:** We underpin our attraction activity through storytelling – using content to create a clear, consistent narrative describing what's different about a career at Co-op.



"Candidate Marketing helps managers to find the talent they need. We also help colleagues to tell compelling stories about what it's like to work at Co-op."

Matt Eyre – Candidate  
Marketing Manager

# Our Service

The candidate marketing team provides an expert talent attraction service that's tailored to meet the needs of hiring managers.

"Over the past year we've built a better understanding of local recruitment challenges. And we keep adding data to the picture, which will help us build more effective campaigns..."

**Jess Pearson—  
Candidate Marketer**

## Data driven

Our approach to candidate attraction is data-driven:

- We use the LinkedIn Talent Insights tool to assess the external marketplace
- We use historical campaign data to build a picture of localised recruitment challenges

## Channel management

We deliver a multi-channel attraction approach:

- Core channels include Total Jobs, LinkedIn, Indeed, Google for Jobs
- Escalation channels include Indeed sponsorship, Facebook, Google Adwords

## Proactive sourcing

The team is trained to source high quality candidates:

- We regularly attend events like the London Job Show to promote Co-op careers
- We headhunt talent on LinkedIn so we can reach passive candidates (who aren't actively looking)

## Content led

We create content-led campaigns and optimised job adverts:

- We work with colleagues to create careers content, then share this content with targeted audiences
- We use Textio to write job adverts that are optimised for the web and balance gender coded language

## Social delivery

Social channels help us reach targeted audiences:

- We use Facebook and LinkedIn to deliver job adverts and content to the right people
- We use social media to build a 'shop window' in the digital marketplace

## Employer proposition

We deliver a One Co-op approach to recruitment comms:

- We work with creative partners AIA to develop our talent brand
- The One Co-op brand guidelines and colleague proposition are used to deliver consistent, compelling careers messaging



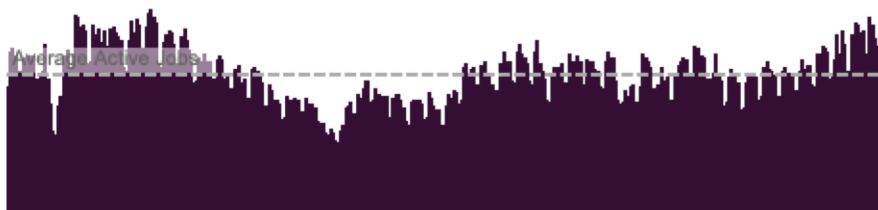
# Data driven

Through the metrics gateway we can measure the candidate journey in its entirety – tracking which sites are driving the most job applications, but also where candidates consume content that inspires them to apply.

## ACTIVE JOBS

**14,424**

Active Jobs were compared to the prior period  
Active Jobs were **+170%** compared to the prior year



The Apply Click Rate for jobs was compared to the prior period  
The Apply Click Rate for jobs was **+5%** compared to the prior year

## CAREER SITE VISITS

**3,164,334**

Visits were compared to the prior period  
Visits were **+197%** compared to the prior year



Visitor Activity was compared to the prior period  
Visitor Activity was **+247%** compared to the prior period

## VISITOR ACTIVITY

This section summarizes the visitor actions on your site for the dates selected.

### APPLY CLICKS

**829,556**

From Prior Period  
**+234%** From Prior Year

### APPLY CLICK RATE

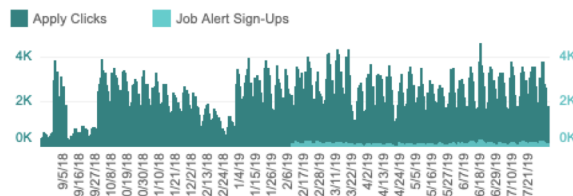
**26%**

From Prior Period  
**+13%** From Prior Year

### JOB ALERT SIGN-UPS

**30,984**

From Prior Period  
From Prior Year

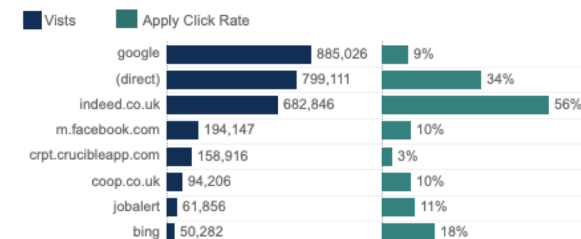


## TRAFFIC SOURCES

This section summarizes the top traffic sources to your site for the dates selected.

### Top Traffic Sources

These are the top traffic drivers for your site. Monitor these over time to learn about how people find your site. For the full list see the Career Site Detail report.



## DEVICE TYPES

This section summarizes the percent of desktop and mobile traffic to your site.

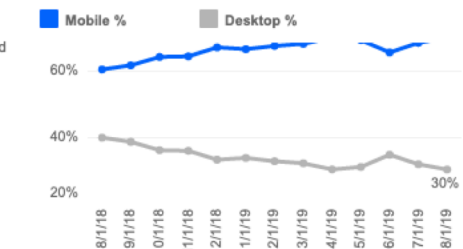
### MOBILE TRAFFIC %

**67%**

From Prior Period  
**+4%** From Prior Year

### Mobile Traffic Over Time

Monitor device usage over time to understand how users access your site.



# Content led

PageBuilder is a content management system which allows us to create and host compelling content on jobs.coop.co.uk through the Co-op careers content hub (coming September 2019). We engage with colleagues from across Co-op to help them tell their career stories, which inspire candidates to join our unique organisation.

[Internal candidates](#)[Sign In](#)[Our Co-op](#)[Reward and Benefits](#)[Business Areas](#)[Join Us](#)[Diversity & Inclusion](#)

## Why it's an exciting time to join us in London

607 words approx. 2 minutes to read

### Be part of our exciting growth

We're midway through an exciting year for our London stores. We're investing £28 million this year, opening 30 new shops, refitting 7 more, and creating around 600 new jobs for Londoners in the process.

With growth comes great opportunity. It's a brilliant time to join the business as there is a real need to grow the capability of our teams quickly through great leadership and a progressive culture.

Our stores in London are at the forefront of our exciting new ventures and we currently have lots of opportunities to join our team.



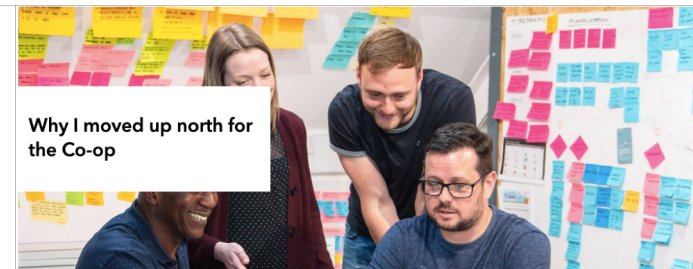
## Thomas's Story

### Seasonal stores are an exciting place to build a career

583 words approx. 3 minutes to read

I first joined the Co-op as a customer team member while at university. After completing my degree, I started a new role in the hospitality industry. I remember feeling much more valued when working for the Co-op so I made the decision to rejoin the business as a team leader. At this point, I wasn't sure where I wanted to go with my career, but I knew the Co-op had been a rewarding, fun and ethical place to work. It was with the support of some brilliant managers that I realised Co-op was a place where I could build my career.

Co-op's ethical and moral code really sets them apart from other retailers. Their commitment to Fairtrade, animal rights and the environment is next level. Co-op always puts the needs of its people, and the community, before profits. Working for a company like this makes you feel proud.



## Why I moved up north for the Co-op

### It's an exciting time to be in Manchester

488 words approx. 2 minutes to read

Two years ago, after living and working in London and the south for nearly twenty years, I made the move up north and joined Co-op as the Head of Agile Delivery. We're currently looking for an addition to our team here in central Manchester, so if you're contemplating a move from the big smoke, read on.

### Digital jobs

[Senior Software Engineer](#)  
180005RA  
Manchester, United Kingdom



## Carolyn's Story

### I can't believe how much experience I've gained in the past year

564 words approx. 2 minutes to read

### A place that supports colleagues and the community

As a Manchester girl, I always wanted to work at the Co-op. I was really attracted to working somewhere with North West roots, and a business that makes a notable difference for others. Plus, I had friends who worked at the Co-op and they all had good things to say.

### IT Jobs in Manchester

[Lead Business Analyst](#)  
190003FY  
IT  
Manchester, United Kingdom



## Roan's Story

### I feel the caring spirit of Co-op every day, in and out of work

227 words approx. 1 minute to read

I started working for Co-op eleven years ago as a Customer Team Member. It was at that time that I met my partner Donna. We worked together for four years until she had to stop working due to the development of her genetic disorder, Huntington's disease. Since then her condition has deteriorated and she now needs round-the-clock care which I help provide alongside working full-time.

### Retail related opportunities

[Team Manager - Callander](#)  
190004HZ  
Callander, United Kingdom



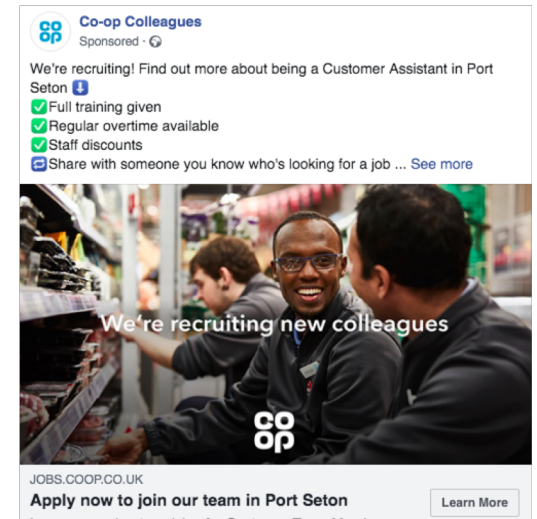
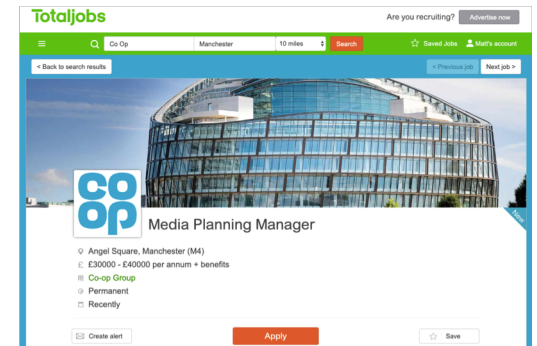
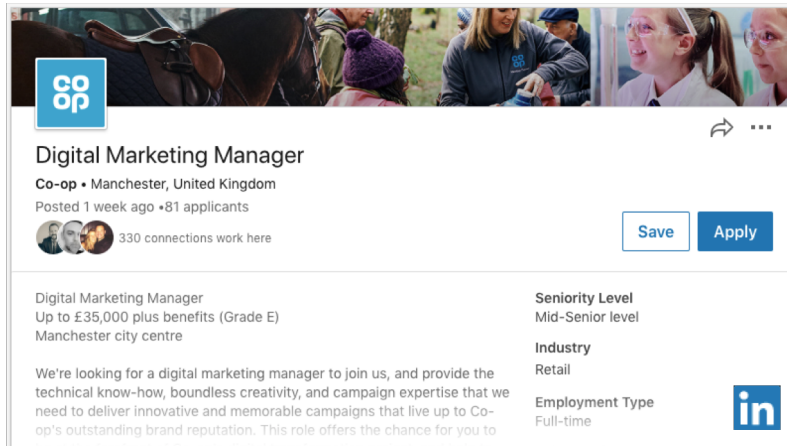
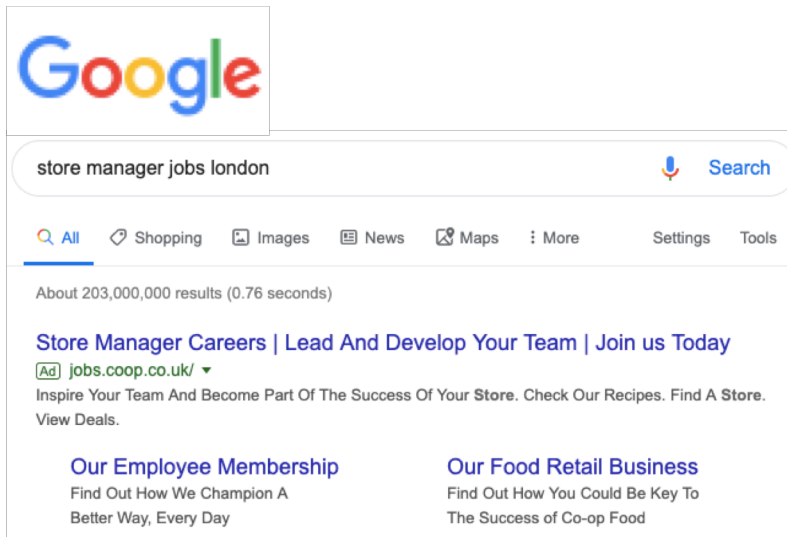
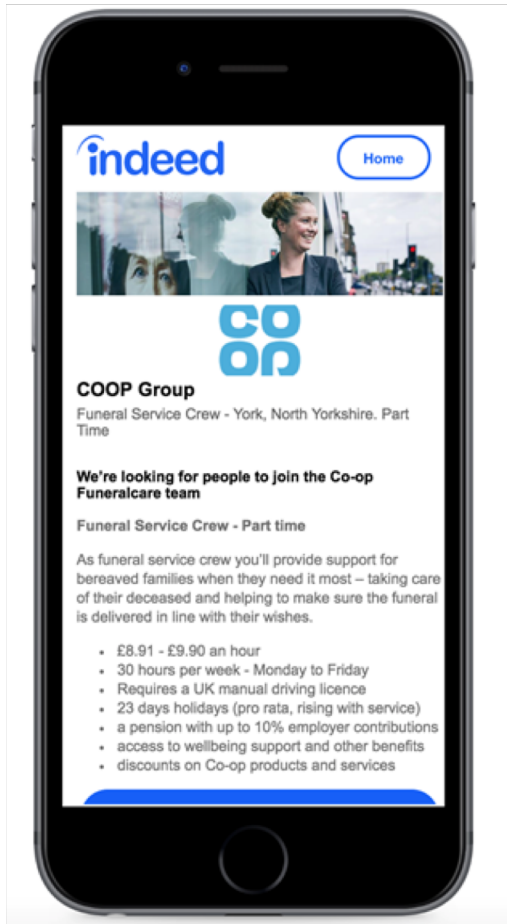
## We're pioneering IT in the legal industry - Join us.

224 words approx. 1 minute to read

I am proud to lead the team as Head of IT at Co-op Legal Services, we are currently on an incredible journey within the business, pushing the boundaries of technology to help not only the business but our customers at difficult times.

# Channel strategy

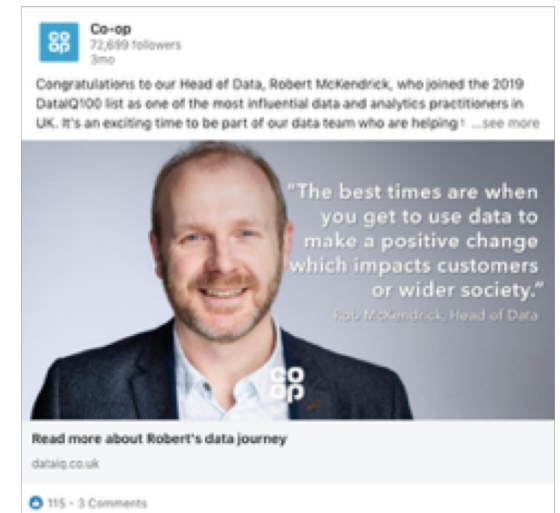
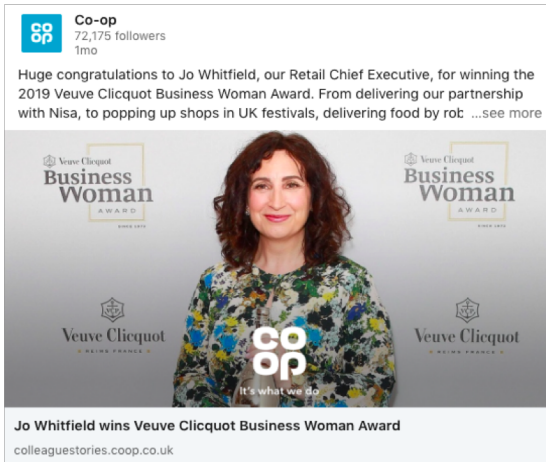
Our core marketing proposition includes multiple channels ranging from job boards to aggregators. For volume roles we use a data-driven tiered escalation process to drive applications in challenging areas through pay per click campaigns on Google and Indeed, and social campaigns on Facebook and LinkedIn.





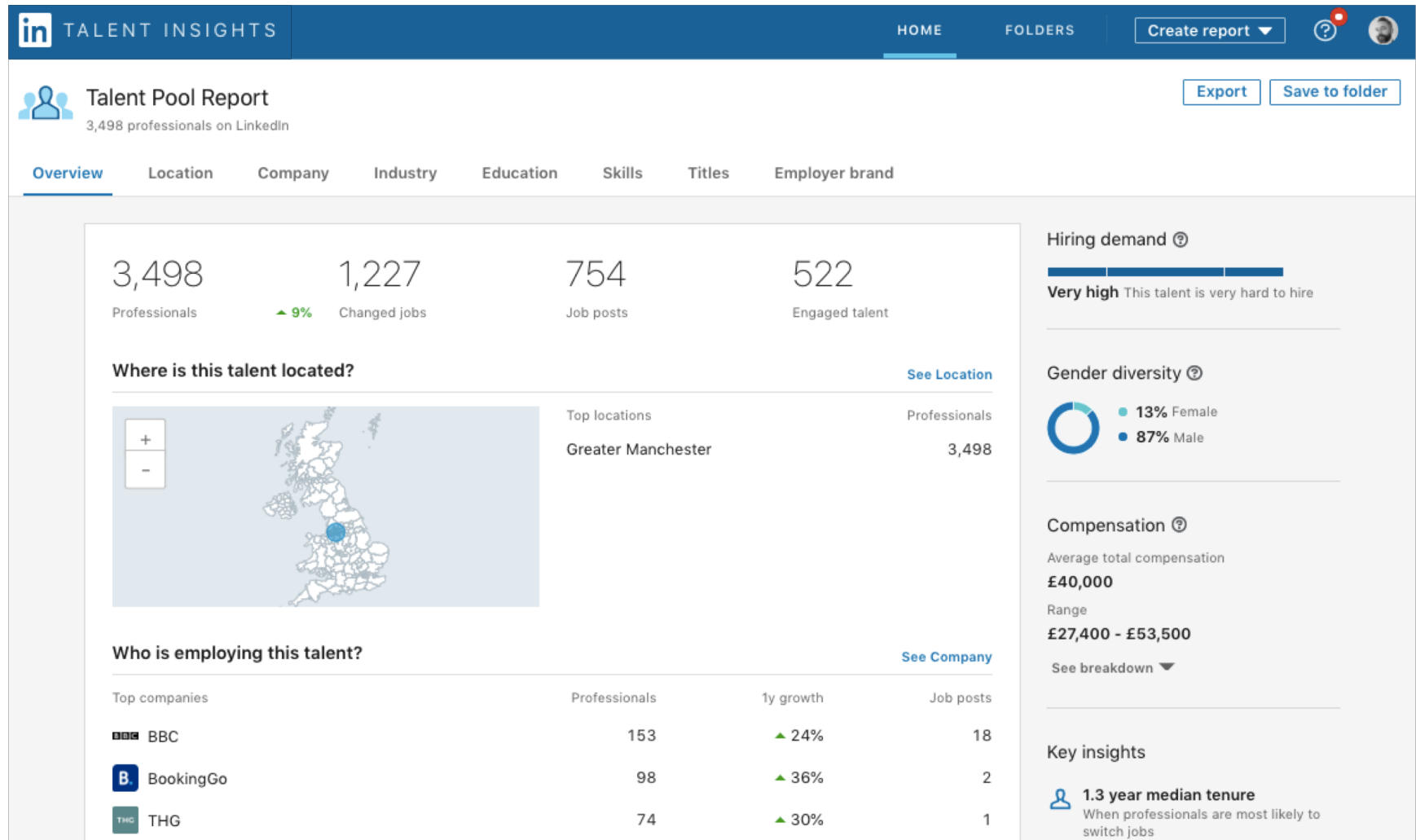
# Social delivery

We have a dedicated Social Media Delivery Manager who runs paid social campaigns and develops and delivers the Candidate Marketing social media strategy. Her mission is to increase the health of our employer brand through compelling careers storytelling which inspires more people to apply for jobs at Co-op.



# Proactive Sourcing

We use the LinkedIn recruiter and insights tools to identify and proactively approach suitable candidates for selected roles. By doing this we can target candidates based on their skillsets, current employer and their willingness to discuss career opportunities.





Textio is a machine learning tool which compares our job adverts to millions of others across the web to provide a predictive score based on real world outcomes. We share hiring data with Textio so the software can understand and optimise adverts based on what kind of language works for Co-op candidates.

## Social Media Delivery Manager

Job post for a Marketing role in Manchester

By Matt Eyre

Draft

Shared

Finished

### Manchester city centre

≈ Tab to Flow

We're looking for a social media delivery manager to join our social media team. Over the next five years we're planning to grow our Co-op and make the communities we serve great places to live. Social media has an important role to play in supporting this transformation.

In this role you'll work with our recruitment team to plan and deliver social campaigns, recruiting for jobs across Co-op. We'll look to you to take the lead on social recruiting, and quickly establish yourself as an expert so you can influence the social agenda, making sure campaigns are properly aligned and delivered in the best way for our brand. It's a really autonomous role – we'll expect you to build a great internal network, and spot opportunities to collate and create content that'll build our employer brand.



Textio Score  
Outstanding

- Add a few exclamations
- Needs fewer 'you' statements
- Uses repetitive wording
- Too much bulleted content

Slightly feminine tone



Textio is currently comparing your writing to 250,586 recent Marketing job posts in the United Kingdom.



# Our Colleague Proposition



It's what we do

It's being  
more than  
a business

The clue's in our name, we co-operate. That means we listen to our members and customers, and try to do what's right for them. We trust our people, play fair and give everyone the chance to play an active part in our purpose. It's these values that set us apart and give colleagues a shared sense of pride.

**Be co-operative.**  
Feel proud.

It's building  
a brighter  
future

It's an exciting time to join. We're bringing in new skills and learning better ways of working together. We're introducing new technology, building on our strengths and offering you the challenge you're looking for. You can help to shape the future of our business and the communities we serve.

**Be part of our future.**  
Feel your impact.

It's being on  
your side

Working here means working hard. But with hard work comes recognition. You're more than just a number here and we know that our decisions affect you. You're more than your job, too, which is why we look out for you at work and beyond, with support including financial and wellbeing programmes.

**Be Open.**  
Feel supported.

It's doing work  
that matters

We're here to make a difference to our members and the communities they live in. Our goal is to make sure everyone's voice is heard and to do meaningful work. What we do matters, so what you do matters. And we'll recognise and reward the part you play in our success.

**Be an inspiration.**  
Feel valued.

It's welcoming  
everyone

We build diverse teams with unique ideas. This enables us to deliver great service that meets everyone's needs. We value everyone's opinion and welcome new ways of thinking. Our differences are our strengths and we're proud that our teams reflect the communities they serve.

**Be yourself.**  
Feel confident.

# Contact

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