



Building Society

# The pound and pence of employer brand

Lee Griffiths, Senior Employer Brand Marketing Manager

# Who am I?

Lee Griffiths  
Senior Employer Brand Marketing Manager

Responsible for:  
EBM Strategy and delivery at Nationwide

Loves:  
My wife, 5 year old daughter,  
5 month old son, data and my job

Hates:  
Public speaking, middle lane drivers,  
preparing fruit and when people say they're  
vegetarian, when in fact they're pescatarian

# What is Employer Brand to me?



Building Society

# What is employer brand to me?

Not just pretty pictures

# What is employer brand to me?

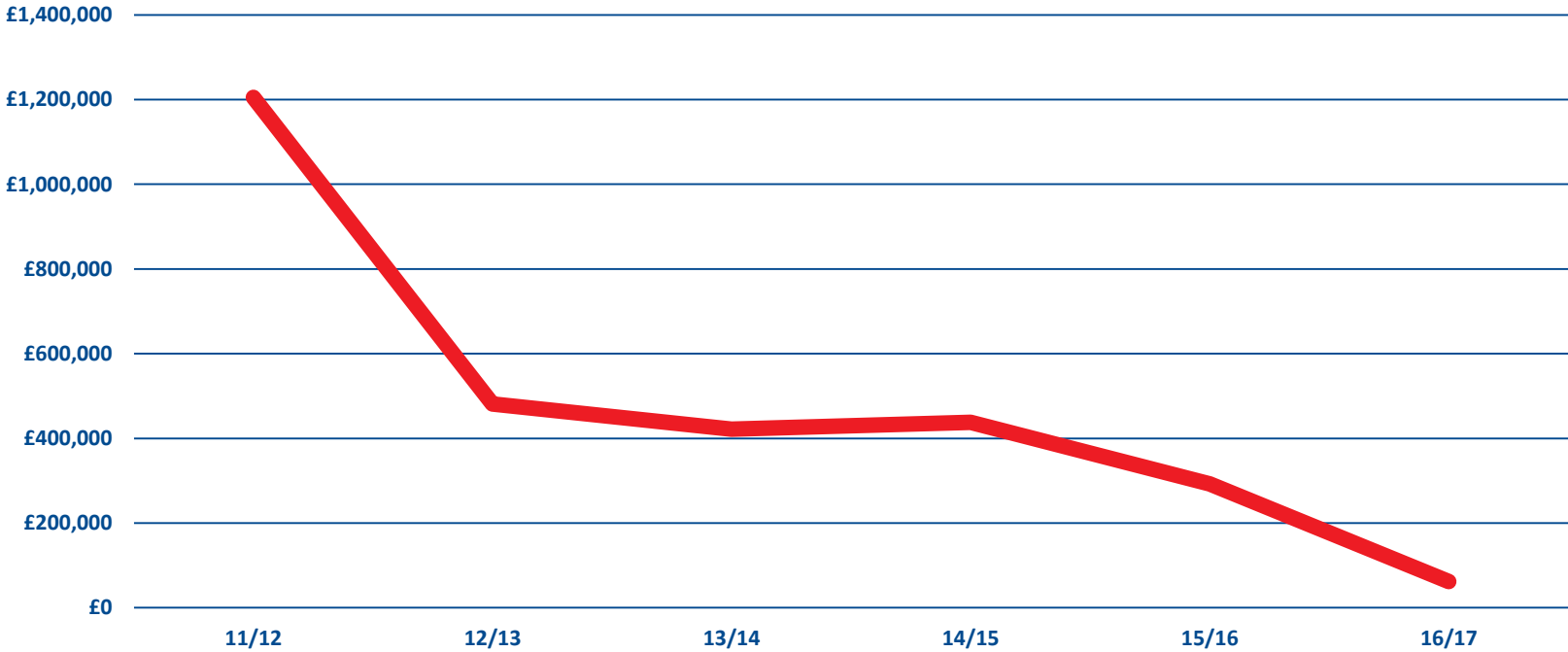
	1.2	1.3	2.1	2.2	3.1	3SE	4	5	Executive	Grand Total
Agency	410	9	59	309	72	16	2	5		882
External Careers Site	16,077	4627	6,300	1,824	309	90	19		37	29,508
Internal Referral	9	1		6	2	7	2	1		29
Internal site	417	4396	4,697	1,440	240	72	10	2	16	11,290
Job Board	14,053	1805	2,283	1,206	275	134	11		32	19,831
Local Area Attraction	103									103
Other	13	9	24	17	12	3				78
Referral	35	6	24	14	9					89
Talent Acquisition Consultant Team	7	46	403	436	106	47	5			1,050
Talent bank	39	8	7							54
Temp to Perm	190	9	1	1						201
Unknown	2,726	717	907	362	43	52	2		8	4,817
<b>Grand Total</b>	<b>34,090</b>	<b>11,634</b>	<b>14,707</b>	<b>5,638</b>	<b>1,073</b>	<b>421</b>	<b>51</b>	<b>8</b>	<b>93</b>	<b>67,974</b>



Building Society

# Pounds and Pence

# Pounds and pence



Actual spend last financial year - £62,278.59  
With £7,009.15 on job board postings

# Real world example





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48,889 applicants from 2 main channels  
**71% of all applications**

# Real world example

	1.2	1.3	2.1	2.2	3.1	3SE	4	5	Executive	Grand Total
External Careers Site	624	183	185	52	9	1				1056
Job Board	375	21	25	8		1				430

1,486 hires from those 2 same channels  
**29% of all hires**

# Real world example

	1.2	1.3	2.1	2.2	3.1	3SE	4	5	Executive	Grand Total
External Careers Site	624	183	185	52	9	1				1056
Job Board	375	21	25	8		1				430

But the careers site was responsible for  
**20.1% of all hires**  
Leaving the remaining  
**8.5% for job boards**

# Real world example



# Real world example



The screenshot shows the Nationwide Building Society careers page. At the top, there is a navigation bar with the Nationwide logo, links for 'Saved Jobs', 'Job Alerts', a search bar, and a 'Login' button. Below this is a secondary navigation bar with 'Search Jobs' and a search input field. The main content area features a large image of three people in a meeting, followed by the heading 'Retail roles in our branches'. To the right of this image is a 'Careers' sidebar with a list of categories: Information for Applicants, Retail roles in our branches, Branch careers, Nationwide, Financial Planning, Nationwide Now, Retail Strategy & Support, Specialist Lending, UK Contact Centres, Digital & Change, Finance & Analytics, Controls, HR and Customer Experience, and Marketing & Corporate Affairs. Below the sidebar is a video player titled 'Building the Building Society'. The main text includes sections for 'Who we are', 'What you'll be doing', and 'Who we're looking for', each with a brief description of the company and its values.

## Retail roles in our branches

We're the largest building society in the world. Our size means you can expect enormous scope, variety and opportunity, while our mutual status gives us a unique set of values - open, honest, dependable and trustworthy - that you'll need to believe in and bring to life every day.

### Who we are

Our branches are the friendly face of a huge financial services business. With more than 700 branches across the UK we're one of the biggest names on the High Street - so chances are there's a Nationwide branch near you.

### What you'll be doing

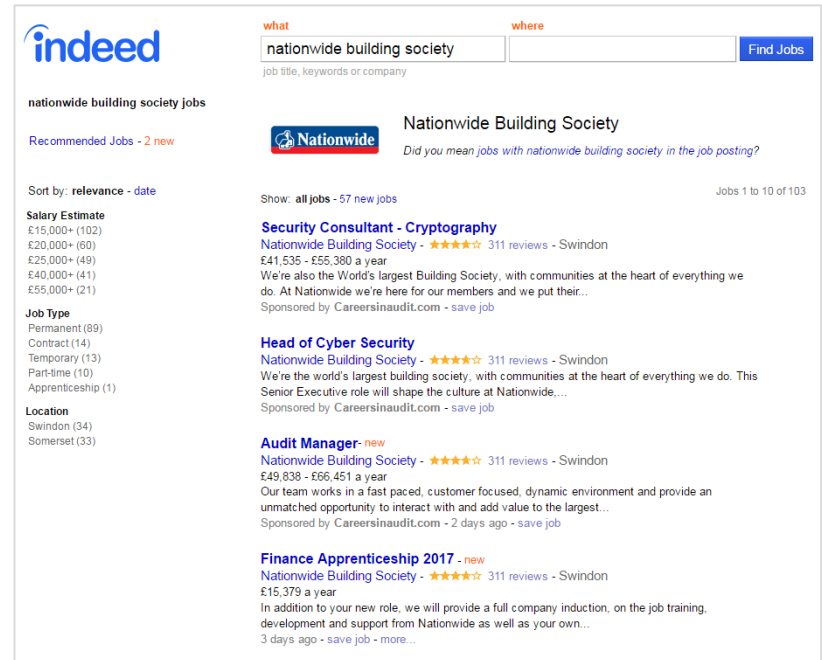
Our one-to-one, face-to-face customer relationships probably have the most impact on how our customers feel about us. Whatever your role, you'll be right on the front line of our business, helping us pinpoint the needs of customers and making them better off.

Whether you're getting to know customers and identifying the right product for their needs, or you're taking responsibility for a team, a branch or a whole area, it's hugely satisfying - and very varied.

If you're flexible and have a real way with people, we'll bring out the best in you with the right support, thorough, tailored training and loads of prospects.

### Who we're looking for

It's all about teamwork at Nationwide. And nowhere more so than in our branch network. People here constantly refer customers to each other, lend support wherever it's needed and work together to make sure customers get the products and services they need. Most openings are in our branches but we sometimes also recruit into Area roles.



The screenshot shows an Indeed job listing for Nationwide Building Society. The search bar at the top contains 'nationwide building society' and 'Find Jobs'. The job title is 'Security Consultant - Cryptography' with a salary estimate of £41,535 - £55,380 a year. The listing includes a 5-star rating, 311 reviews, and the location 'Swindon'. The job type is listed as 'Permanent (89)', 'Contract (14)', 'Temporary (13)', 'Part-time (10)', and 'Apprenticeship (1)'. The location is 'Swindon (34)' and 'Somerset (33)'. The listing also includes a 'Salary Estimate' section, a 'Job Type' section, and a 'Location' section. The job description mentions that Nationwide is the world's largest Building Society and provides a full company induction, on-the-job training, and support from Nationwide as well as the employee's own support.

## Nationwide Building Society

Did you mean jobs with nationwide building society in the job posting?

Sort by: **relevance - date** Jobs 1 to 10 of 103

all jobs - 57 new jobs

### Security Consultant - Cryptography

Nationwide Building Society - ★★★★★ 311 reviews - Swindon  
£41,535 - £55,380 a year  
We're also the World's largest Building Society, with communities at the heart of everything we do. At Nationwide we're here for our members and we put their...  
Sponsored by Careersinaudit.com - save job

### Head of Cyber Security

Nationwide Building Society - ★★★★★ 311 reviews - Swindon  
We're the world's largest building society, with communities at the heart of everything we do. This Senior Executive role will shape the culture at Nationwide...  
Sponsored by Careersinaudit.com - save job

### Audit Manager - new

Nationwide Building Society - ★★★★★ 311 reviews - Swindon  
£49,838 - £66,451 a year  
Our team works in a fast paced, customer focused, dynamic environment and provide an unmatched opportunity to interact with and add value to the largest...  
Sponsored by Careersinaudit.com - 2 days ago - save job

### Finance Apprenticeship 2017 - new

Nationwide Building Society - ★★★★★ 311 reviews - Swindon  
£15,379 a year  
In addition to your new role, we will provide a full company induction, on the job training, development and support from Nationwide as well as your own...  
3 days ago - save job - more ...

# Real world example

The image shows a screenshot of the Nationwide Building Society careers website. The main focus is a job listing for a **Financial Controls Analyst** in Swindon. The listing includes the salary range (£26,943 - £34,428), contract type (Permanent), and closing date (22/06/2017). It also features an 'Apply now' button and a 'Save job' option. The job description includes an introduction, a list of requirements, and a section on who they are looking for. The website header shows the Nationwide Building Society logo, navigation links, and a search bar. The left sidebar contains a search bar and a section titled 'Retail roles in our branches' with a photo of two women. The right sidebar shows a list of job listings with ratings and locations.

**Nationwide Building Society**

Search jobs e.g. Manager

**Financial Controls Analyst**

Location Swindon Head Office, South West England

Contract type Permanent

£26,943 - £34,428

Closing date 22/06/2017

Ret R001700069

Apply now

Save job

**Introduction**

We need:

- Financial Control Analyst - Financial Control Team at our Swindon Head Office
- £26,943 to £34,428 (market anchor £29,937) on a permanent contract and benefits
- Closing date of 22/06/2017

We are looking for an enthusiastic and driven individual with an interest in financial reporting risk and control. You must want to be part of a team that is committed to challenging working practise and driving forward new approaches ensuring the reliability, completeness and accuracy of the Annual Report and Accounts.

**Who we're looking for**

As a minimum requirement you will:

- Have strong knowledge of financial processes risks and controls
- Have prior experience of working in collaboration and influencing a wide range of stakeholders across a variety of functions
- Have previous experience of challenging internal processes, systems and methodologies

It would be nice if you also had:

- Commenced or considering training towards a financial qualification (ACCA, CIMA, ACA)
- Internal/external audit experience, SOX, and/or business process analysts experience would be useful although not essential.

# Real world example

It could be any number of things.



# How have we achieved this?

- Using data to make informed decisions
- Managing our Employer Brand
  - We are accountable for it, and heavily influence, but translation lies with everyone else, both inside and outside our organisation
  - Manage the differences between brand perception and reality
- Careers site
  - Content & distribution
  - SEO
- Basic marketing techniques
  - Targeted content + targeted distribution = success
- Being honest about who we are and what we stand for
  - And being ok with the fact that for some there will be no interest

Thank you