



EMPLOYER BRANDING PLAYBOOK

JOBBIO

Our employer branding team pride themselves on developing creative, smart and entertaining content that's worthy of the millions that engage with it every month. And that content? Well, it's all about you. Think advertorial... but not as you know it. From videos, eBooks and blogs to photo

series, podcasts and vlogs – we help talent understand that you're an employer of choice by showcasing you in relevant ways through our global media platforms. That's a lot of eyeballs, and they're all looking at you kid! Let's tell your story.





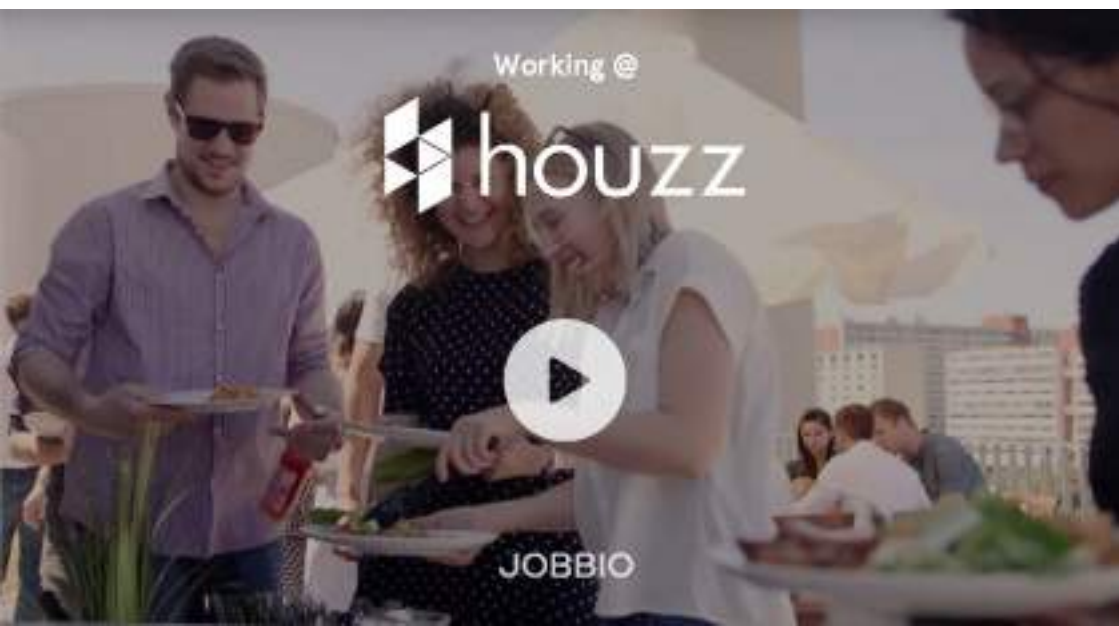
VIDEO

—
Did you know that online video content accounts for an estimated 74% of all web traffic and can increase job applications by 200%?

We're the masters of stunning videography and our packages give you all the video content you need to build a buzz around your brand. Add to your profile, your job specs and your social to engage potential talent and maximize your reach! Let's get visual!

WORKING@

This 2 minute theatrical trailer is a must for companies who want to put their stamp on the world of work. We go behind the scenes to showcase your offices, culture and employees, highlighting what makes you tick.



PEOPLE OF_ SERIES

It's time to put the spotlight on your star performers. The 'People of' series focuses on hand picked employees whose love of your company goes beyond the day job. We bring their passion for your brand to life and use it to inspire others.



DEPARTMENT FOCUS

Every department in a company has it's own little ecosystem - and it's important that you attract the right Talent to each team. These videos do a deep dive into each department, letting the teams talk about what a successful day looks

like, the type of talent that thrives with them and the superstars they're looking for to take them to the next level. These videos can help debunk the myths around trickier roles, and add relatability with a friendly face.



TEASER

Populate your social channels with the most engaging snippets. We create 15 and 30 second edits from the best of your video content so they're fully optimised for social sharing. Get ready to go viral!

[Take a Look](#)

ONBOARDING VIDEOS

Starting a new job can be daunting. Our glossy onboarding videos are the best welcome a new starter could hope for. Get the whole team involved in their welcome, helping them get set up for success with tips and advice to ensure they settle right in.

PHOTOGRAPHY

—
Our photographers are the best in the business and specialise in storytelling through visual mediums. From storyboarding, shooting and post editing to perfection, your shots can be used on your site, in your jobs specs and throughout your social.



IN FOCUS PHOTO SERIES

Forget stuffy, staged PR shots... We'll show Talent what it's really like to work in your space. Our photographer will capture unique and candid shots of your office and team in their element, showcasing your culture and employer brand in our In Focus Photo Series.



SPOTLIGHT SERIES

Attract the best by profiling the best! Our visual testimonials help candidates get a sense of what it's like to be part of your team. Share your snapshots in your job specs and on social to bring your roles to life.

TEAM SHOTS & HEADSHOTS

We know the secret sauce to a perfect headshot – no more frozen faces and awkward smiles! Let the Jobbio photographers guide even your most camera-shy colleagues to that perfect shot.

“Our blockchain team makes an impact by helping our clients unlock the potential of disruptive technologies. If you like to learn in a dynamic and creative environment, our blockchain lab is right for you.”

Niamh O'Connell
Consulting Analyst

Deloitte.





BLOG

—
With 45,000 unique monthly visitors, the Jobbio blog is the go-to destination for career advice. Our team of journalists will tell your story, putting your thought leaders and live jobs front and centre.

DAY IN THE LIFE_ EMPLOYER

The Employer Day In The Life is best suited to a Founder, CEO, COO, Managing Director or Head of Talent. This enables you to give insight into your whole company - what you do, why you do it and the people that help you be the best.

[See How it Works](#)

DAY IN THE LIFE_ EMPLOYEE

The Employee Day In The Life can be completed by anyone in the company (but ideally has an interesting job that people would love to know more about).

[See How it Works](#)

JOBPIO MEETS

The Jobbio Meets series showcases your company in style. We come to you, and we bring the heavies! Our Jobbio Meets team includes a journalist, videographers

and a photographer, who come in for an all access 'behind the scenes' look into your company and the people working there.

[See Here](#)



TOP JOBS ARTICLES

Include your live roles in a sector-specific roundup of top opportunities on Jobbio. These targeted posts help you reach relevant and specialised Talent.

CONTRIBUTOR NETWORK

As a member of our contributor network, our content team will call on you to add a dazzling quote to a news piece, be the subject of an industry feature or to author of a guest blog on your area of expertise.

[Become a thought leader](#)

EBOOKS & AUDIOBOOKS

We release six awesome eBooks a year to help companies attract, select, engage and retain top talent. We spotlight companies who have something to say within their field, and with over 15,000 downloads per book, and book launch events around the world, being chosen to collaborate is an excellent opportunity to build your brand as an industry leader.

Gen Z

Move over Millennials, The Essential Guide To Generation Z

Your Next Hire Is Already Employed

A guide to attracting Open Talent

Mastering Diversity

How to nurture an inclusive team

[DOWNLOAD HERE](#)

Coming Soon_ The Future Of Work

The jobs market is changing, will yours still exist?



EVENTS

—
Let's take this party outside! We bring your online efforts offline, with bespoke Talent and Brand events. From our 'Think Ins' and 'Talent Hustles' to the Mothership known as 'HIGHER'

Jobbio's events are, quite simply, renowned. Gone are the days of career fair cubicles and free pens - you bring your team, we bring the talent. Let's get you connecting - the Jobbio way.



‘THINK INS’

Join Jobbio’s experts, global thought leaders and industry peers for engaging round tables, fireside chats and panel discussions on the topics that matter most to you.

‘EBOOK LAUNCHES’

We launch our eBooks with peer-peer events in Dublin, London and New York. As a contributor, lead the discussion from the main stage, whether on a panel or as a key note. As a guest, enjoy insights from industry leaders, network with peers and share in the discussion.



'TALENT HUSTLE'

POWERED BY JOBBIO

Whether over pastries
and coffee at breakfast, or
pizza and beer after work –
Jobbio's networking events
are a great way for you to
engage with potential hires.
You bring your team, we
bring the talent!



JOBPIO HIGHER

The Mothership of careers events, HIGHER, has almost tripled in size since it's inception. Our most recent event in London saw over 5000 attendees,

60 companies and 20 world class speakers come together for an unforgettable day of learning, connecting and inspiring.

JOBPIO HIGHER

HIGHER Does_

Our small scale HIGHER events are sector specific, inviting talent to hear speakers from and connect with companies from one particular industry.



A photograph of three women in a professional setting, likely a meeting or collaborative workspace. They are gathered around a table with papers and a laptop. A large, semi-transparent red triangle is overlaid on the right side of the image, pointing towards the center. The text 'THANK YOU' is written in large, white, bold, sans-serif capital letters across the middle of the image, partially overlapping the red triangle and the women. Below the main text, there is a paragraph of text and an email address, also in white, sans-serif font.

THANK YOU

Contact us to learn
more about how
content can take
your brand to the
next level.

content@jobbio.com