

EMPLOYER BRANDING

DEVELOPMENT AND IMPLEMENTATION OF A DIGITAL STRATEGY

TO ENHANCE EMPLOYER BRAND

CANDIDATES MARKETING - EMPLOYEE ENGAGEMENT - EMPLOYEE ADVOCACY

EMPLOYER BRAND STRATEGY

Creating general employee engagement strategy with internal and external branding action plan. Setting Key Performance Indicators, monitoring and analysis, comparisons and recommendations. Improving Employer brand strength

INTERNAL BRANDING

Vision & Goals, KPIs
Internal communication channels
Internal events calendar
Monitoring and analysis of communication flow
Motivation & Incentives
Educating employees in corporate vision and mission
Analysis of HR flow

EXTERNAL BRANDING

Social Media Communication Strategy
Corporate pages performance
Social Listening
KPIs, Comparisons and Analysis
Employees Brand Identification
Digital Marketing plan for promoting company open positions
EVP - increasing the value

CANDIDATES MARKETING

HR market research for defining talent pool size
Professional Graphic Design of job advertisements or career web page optimization
Enhanced social media presence for job ads promotion in free professional groups and PPC

EMPLOYEE ENGAGEMENT

Events and corporate social activities, causes
Employees video presentations, events video materials
Social Media profiles association
Sharing and brand identification

EMPLOYEE ADVOCACY

Helping employees speak positively on behalf of the company and promote its content to their networks.
Reward advocates.
Optimize paid advertising with organic content reach

PLANNING - CONTROL OF ACTIVITIES - MONITORING - ANALYSIS

- Analysing personal needs and expectations
- Flexible Benefit Solutions
- Constant research of employees' needs
- Analysing behaviour and reasons for actions

Horizons Bulgaria is a leading recruitment agency with more than 18 years of experience on the Bulgarian market and around the Balkans.

We specialise in high-end and complex recruitment solutions on expert, mid and top levels through different type of methodologies.

Our main goal is to recruit the best possible professionals using optimal resources for our client – the employer.