



CATEGORY 6 — ENTRY FORM

MOST EFFECTIVE EMPLOYER BRAND DEVELOPMENT AND CANDIDATE EXPERIENCE

Open to all internal/in-house recruitment teams of direct employers operating in any industry sector, or public/Third sector organisation and, if applicable, internal (i.e. marketing) and/or external partner(s) (i.e. recruitment advertising agency or recruitment agency).

This category recognises the most effective development of an employer brand as it applies to the employer organisation's recruiting and, if applicable, overall hiring cycle and its connection with the development and implementation of the candidate experience.

Achievements outlined in the entries should have occurred between October 2022 and 31 December 2023.

Please provide the following information, using the headings below. The word count for each question is max 500 words unless stated otherwise.

Entrant details

Project title

Employing organisation name

Partner organisation name

How many Employees does your company have?

Date trading began (as listed on Companies House)

Entry details

Brief details of entry – what did you do, why did you do it and what was the outcome?

(Guideline length: 100 words)

What factors contributed towards the development of your brand?

How has your candidate experience shaped your employer brand and vice versa?

What impact has the COVID-19 pandemic recovery had on employer brand development, the brand's resilience and challenges to the business in a candidate-short market?

Provide details of what was done and how it was done.

How was success measured?

In what way was brand development effective?

How is your employer brand connected to your candidate experience and experience for unsuccessful applicants?

Please send any supporting material to enquiries@recruiterawards.co.uk (if applicable).