

CRISIS 2020

Coronavirus (COVID-19) and the Employer Brand Industry Survey

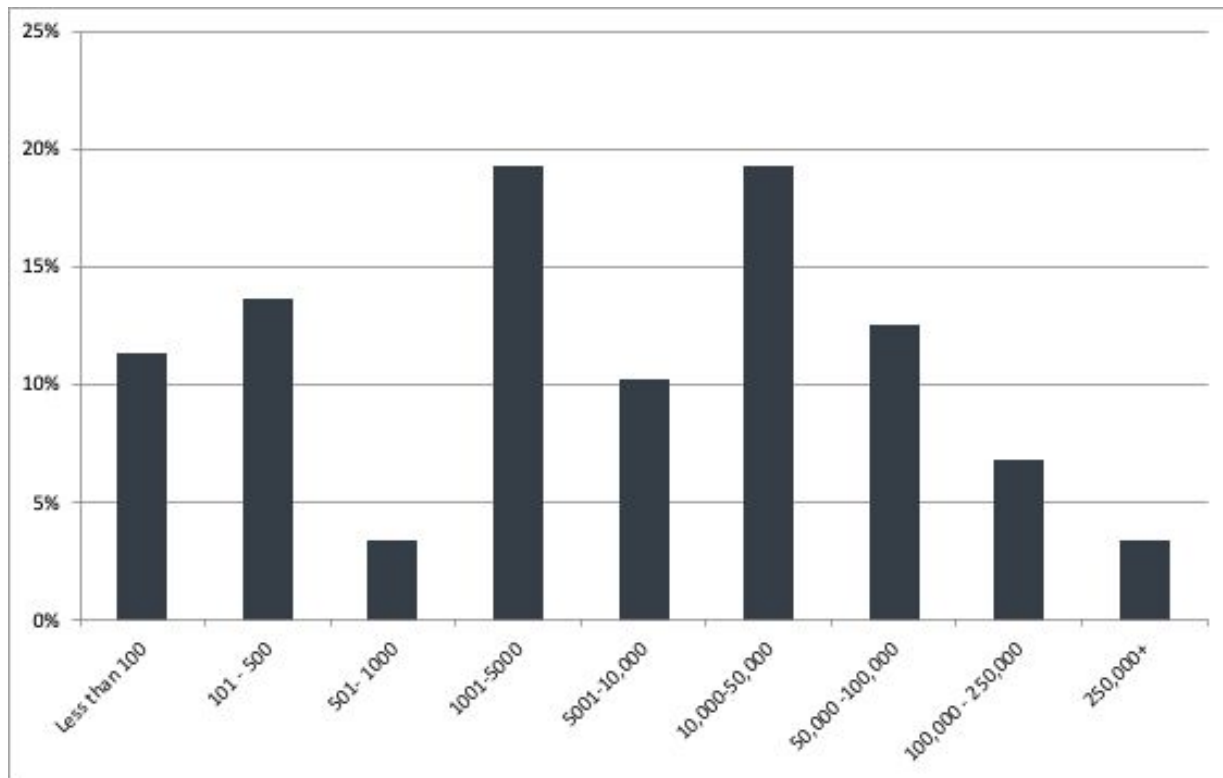
April 8, 2020

EXECUTIVE SUMMARY

- Over 80 global employer brand leaders shared their current state of the union during this challenging time.
- Most participants are based in North America and work as individual contributors or middle management within employer brand.
- Nearly all companies have issued a statement to employees, but less than one third have posted a statement to their careers sites or updated candidate communications.
- Today, the majority of budgets have not been cut, but there are mixed opinions as to whether this will remain to be the case over time.
- Most respondents feel the likelihood of their jobs being eliminated is low, but they have seen other jobs in their department be eliminated.

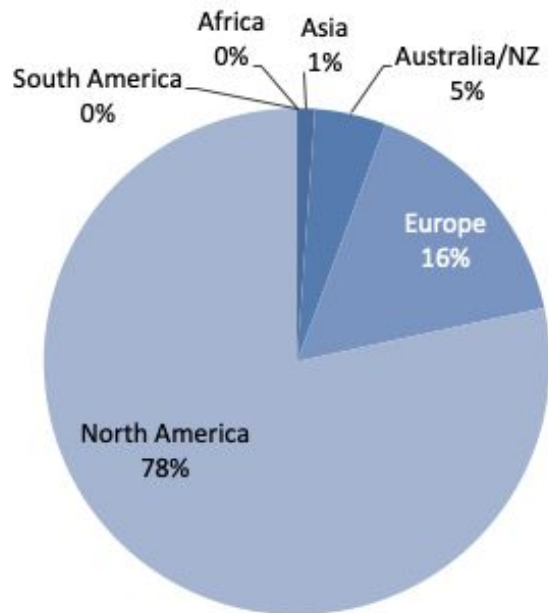
Participant Insight

Organization Size

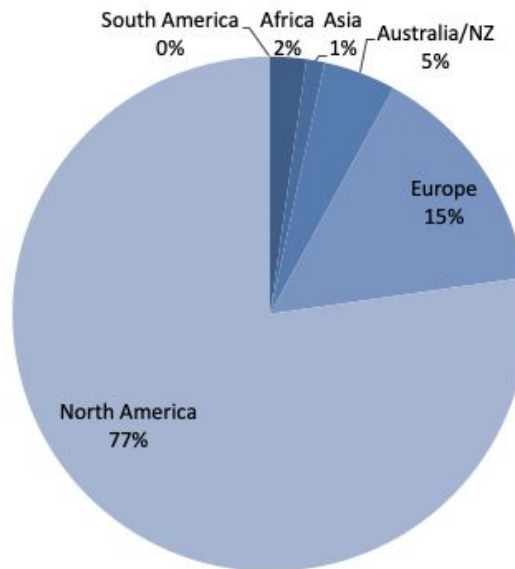


Organization

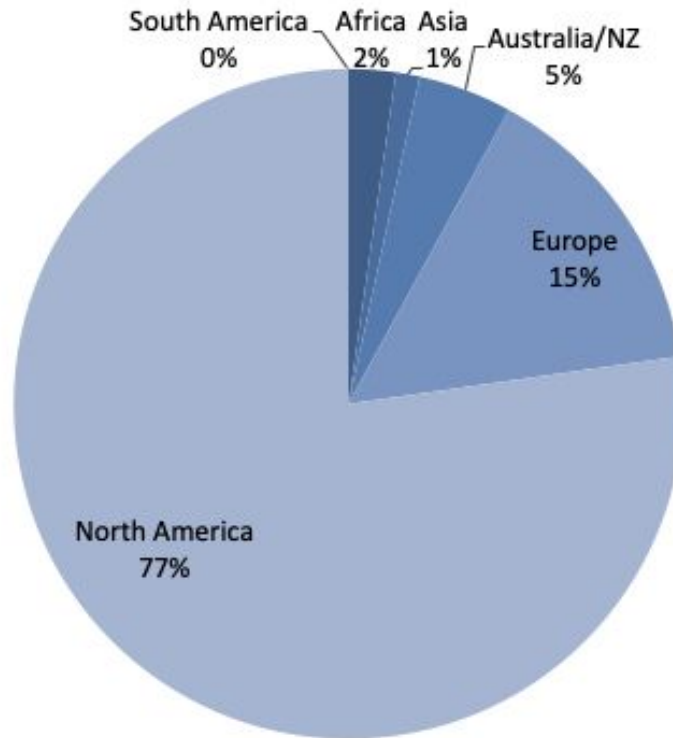
HQ Location



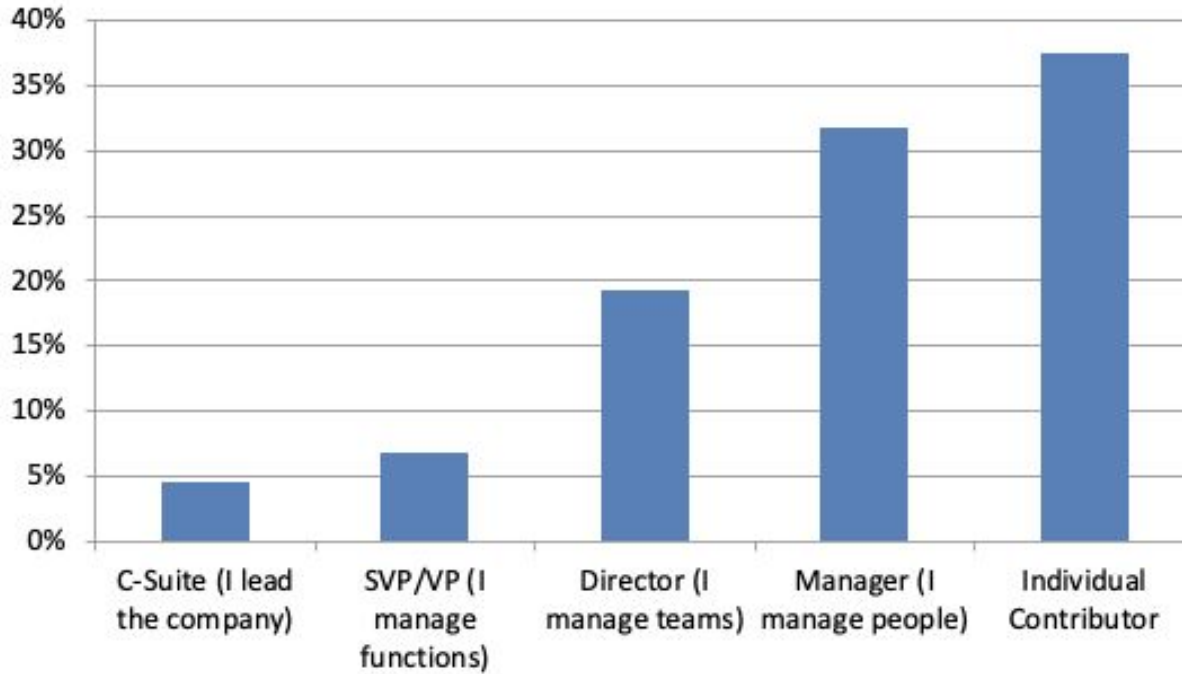
My Location



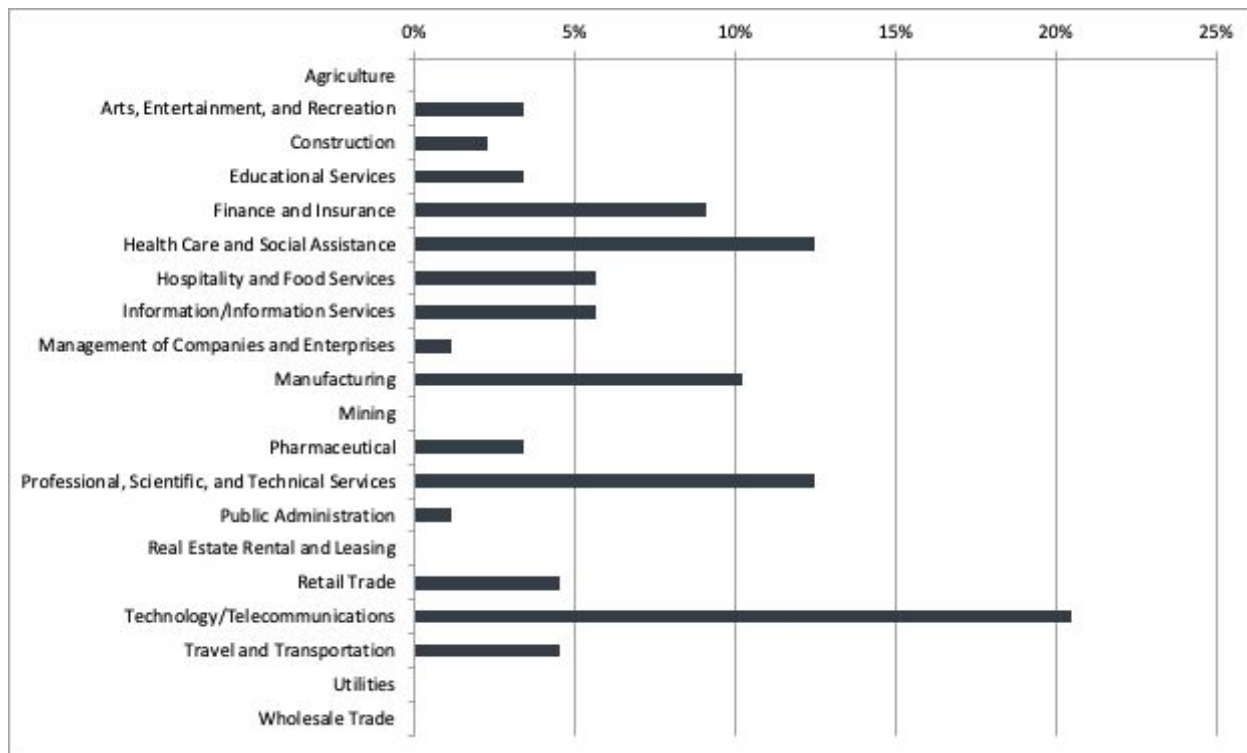
My Location



My Level

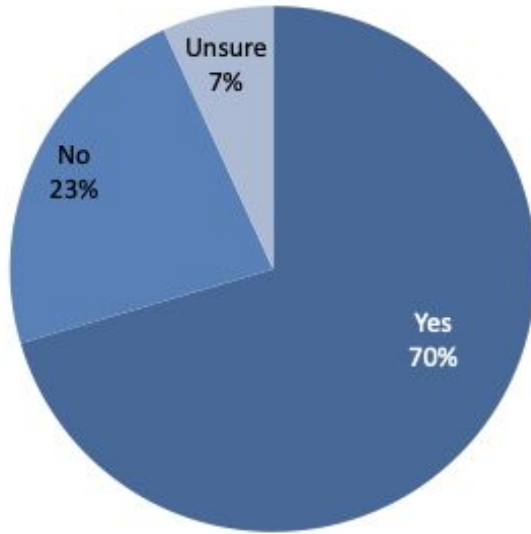


Organization Industry

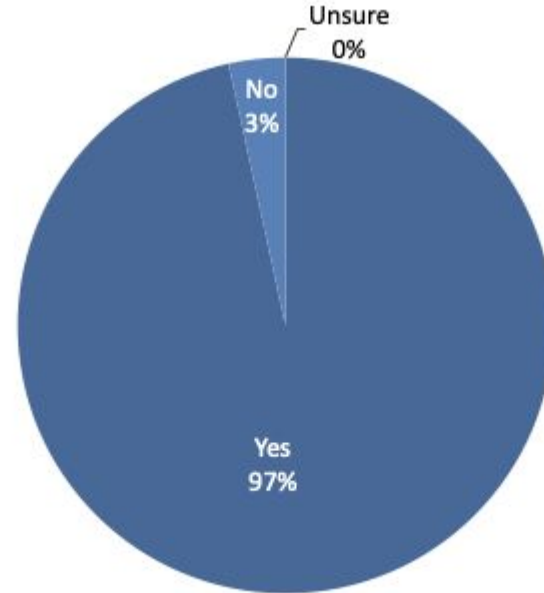


Survey Results

Over 70% of companies have issued public statements in response to COVID-19
97% of companies have issued a statement to their employees.



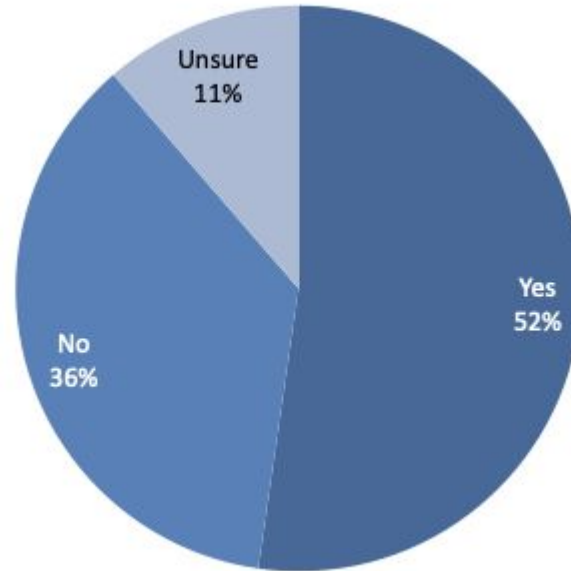
My organization has issued a public statement responding to coronavirus (COVID-19).



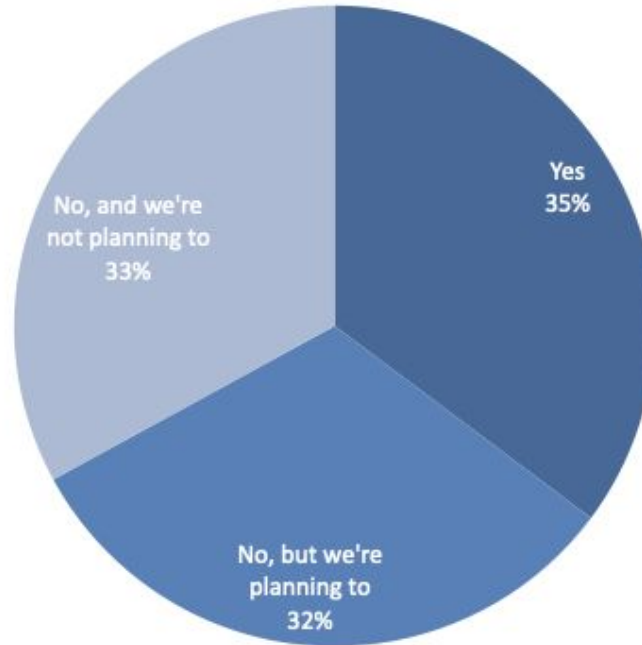
My organization has issued a statement responding to coronavirus (COVID-19) to all employees.

Companies' perceptions around the role of Employer Brand related to coronavirus (COVID-19) responses are divided.

My organization has considered Employer Brand as a key part of the marketing and communications response to the coronavirus (COVID-19).



Organizations posting COVID-19 statement to their careers sites are also mixed.



My organization has added a COVID-19 statement to our careers site.

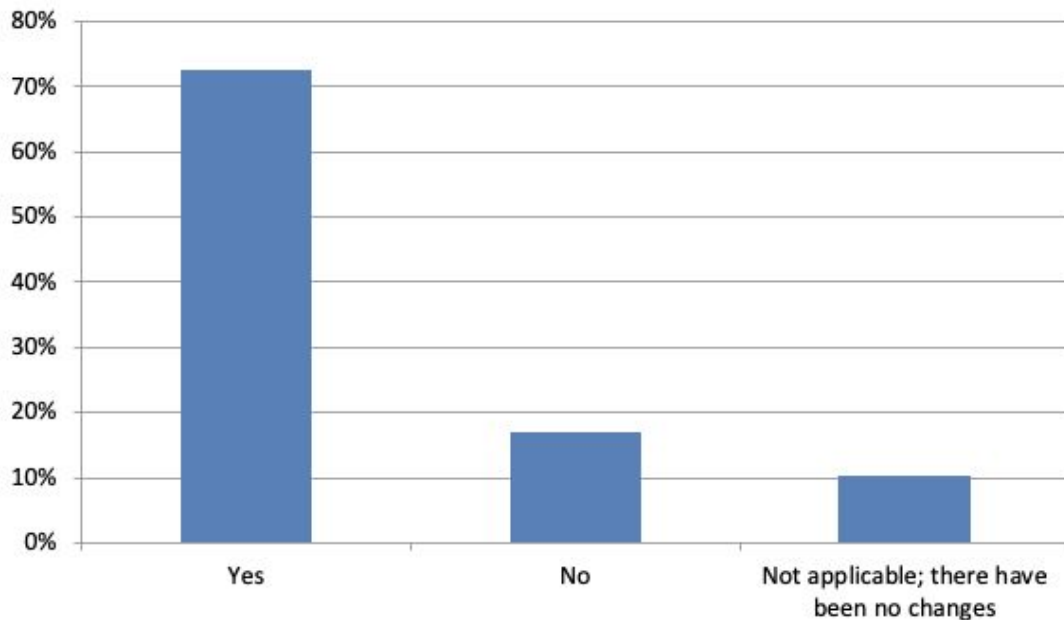
Practitioner insights on careers site statements



“It’s a pop up on every page of our website, not just careers exclusive”

“We are not publicly announcing we are slowing down our hiring process, so we do not want to draw further attention to it.”

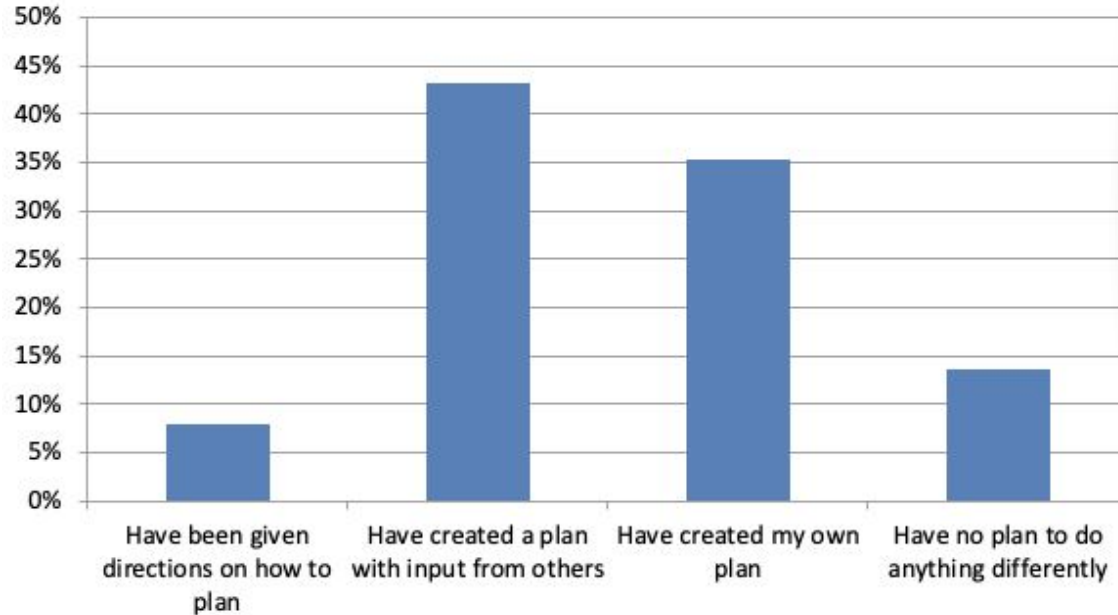
The majority of companies have updated candidate communications—but there is room for others to follow suit.



My organization has updated candidate communications to address any changes to our current hiring.

Most people have created an employer brand communication and marketing plan with others or on their own.

When it comes to direction as to how to communicate and market the employer brand during this time, I:



Practitioner insights on communicating and marketing the employer brand

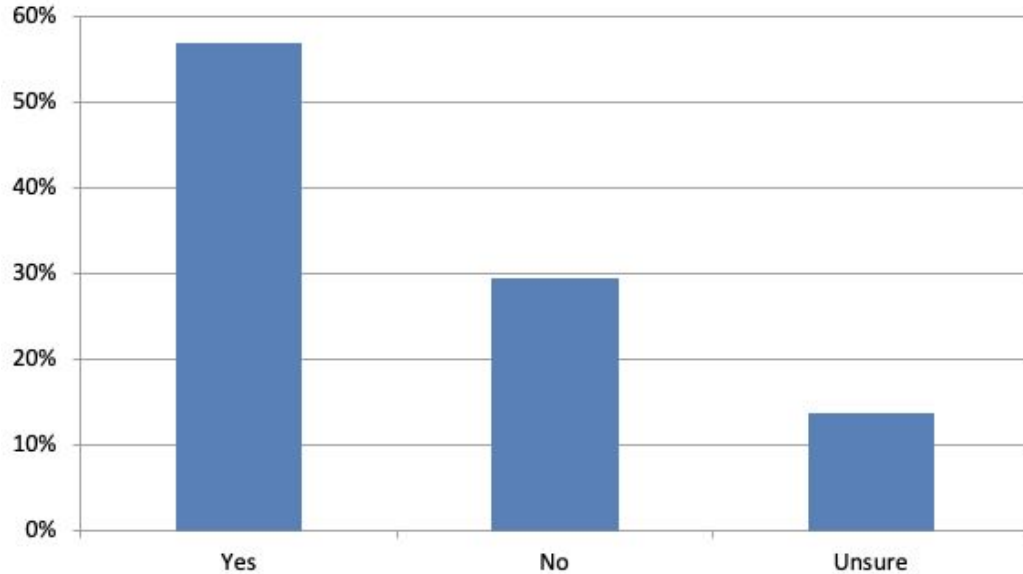


*“Haven’t had time to do this yet,
it’s on a very long to do list.”*

*“I have a plan I created on my own, however I have not
been allowed to implement my plan in its entirety.”*

Nearly one-third of respondents are not allowed to respond to careers-related channels on behalf of the organization.

I am allowed to respond on behalf of my organization on careers-related social media, review sites, or other public forums in response to hiring, recruiting, or employment questions related to coronavirus (COVID-19).



Practitioner insights on responding on behalf of the organization



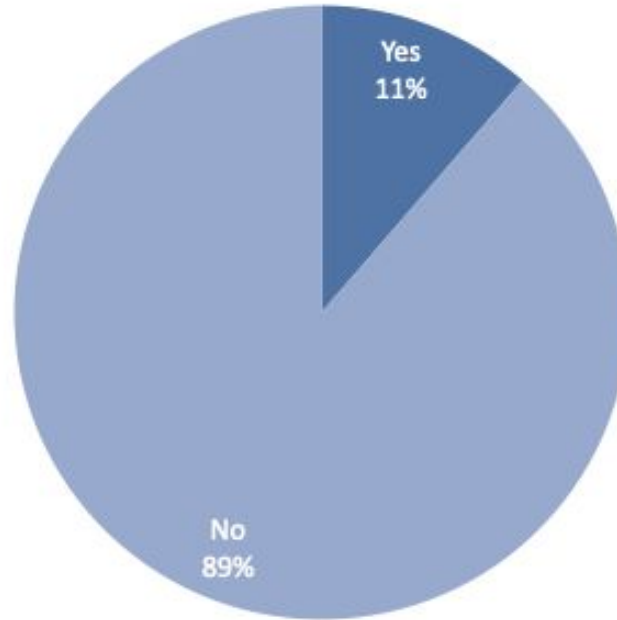
“Must be done in partnership with Legal and Corp Comm”

“Senior Leadership Team-led”

“Only with specific pre-approved verbiage”

Most companies have not experienced negative backlash to the company's response to COVID-19 on careers-related channels.

I am seeing negative backlash on these channels based on my organization's response to coronavirus (COVID-19).



Practitioner insights on negative backlash

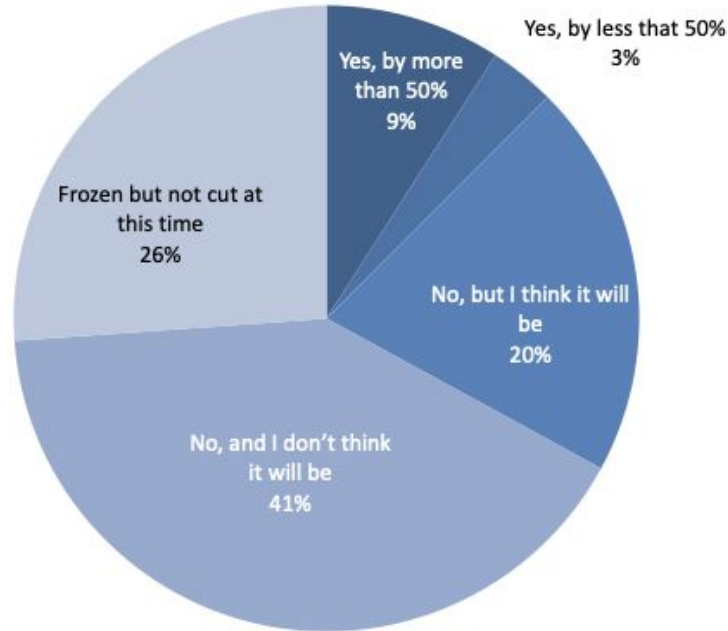


“Some decisions that have been marketing-led, rather than EB-led, have had a negative impact online.”

“[There are a] small number of employees speaking out about the inability to shut down operations or inability for manufacturing workers to work from home. But they have been very minimal and most responses from employees have been positive. Many in manufacturing have been laid off instead.”

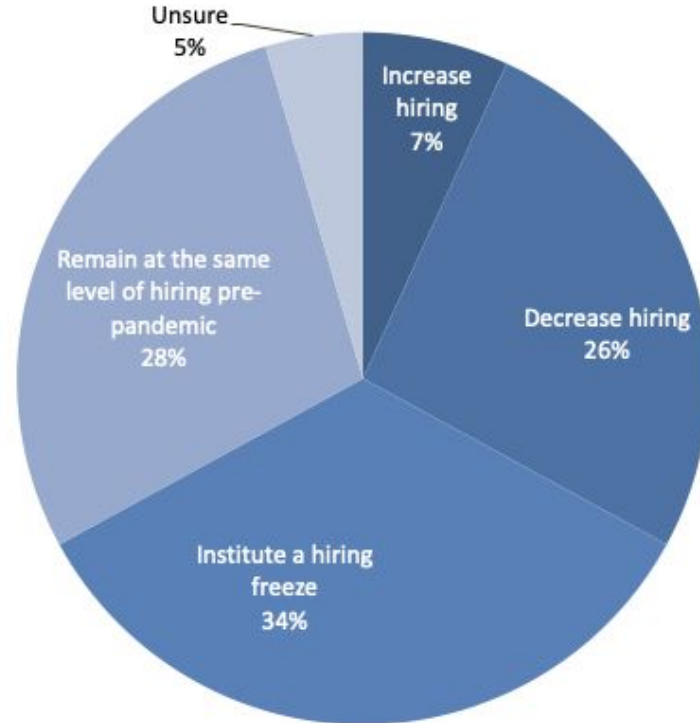
Over 65% of people's budgets have not been cut, but thoughts are mixed as to if this will remain the case. Over one quarter of budgets are frozen.

My employer brand budget has been cut:

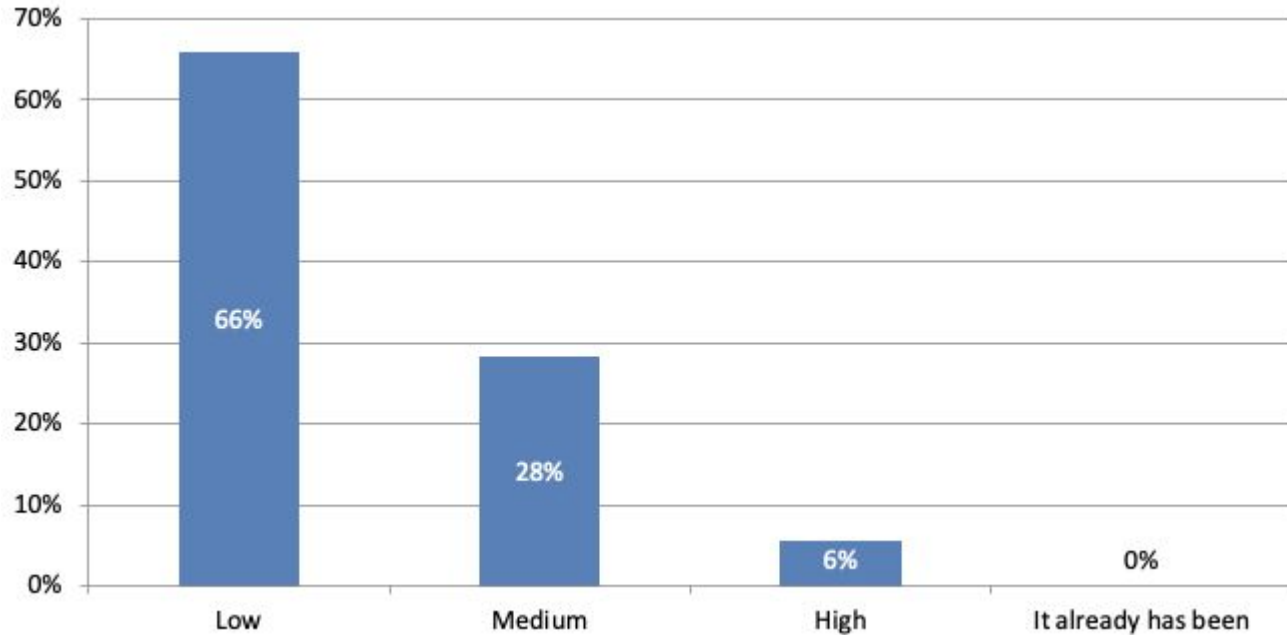


More than half of respondents have decreased or frozen hiring. Over one quarter will remain at pre-pandemic levels, while nearly 7% are increasing hiring.

When it comes to hiring during the coronavirus (COVID-19) pandemic, my organization will:



Most people feel their job will not be eliminated, but 28% feel the likelihood is medium. 6% feel the likelihood is high.



The likelihood my job will be eliminated is:

Practitioner insights on whether their role will be eliminated

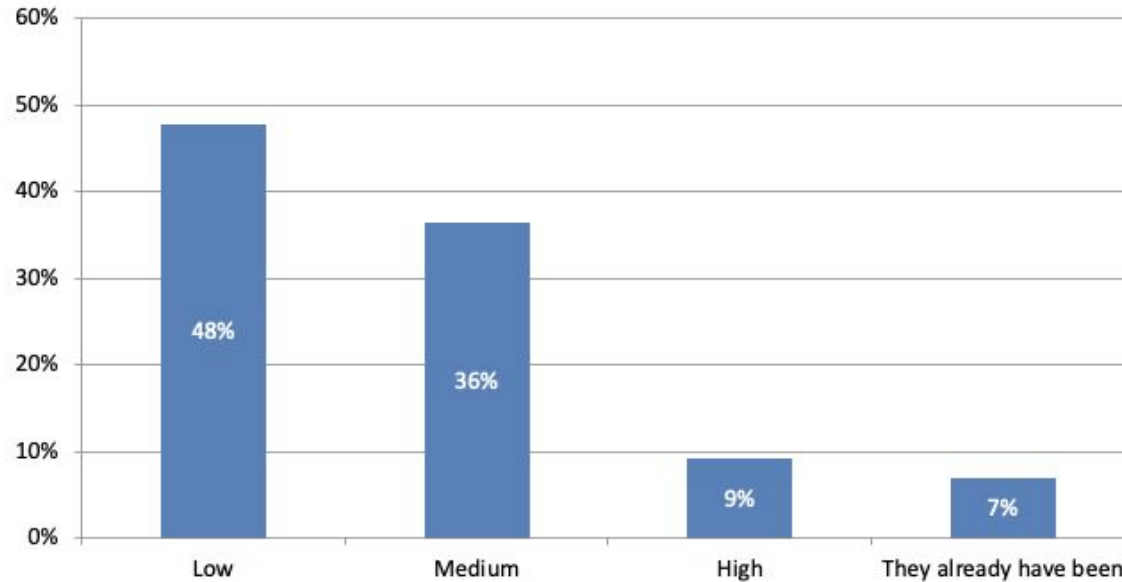


"I've demonstrated value to the firm so I'm not concerned about being laid off, but I expect my role could change if a recession is lengthy."

"My position could go either way."

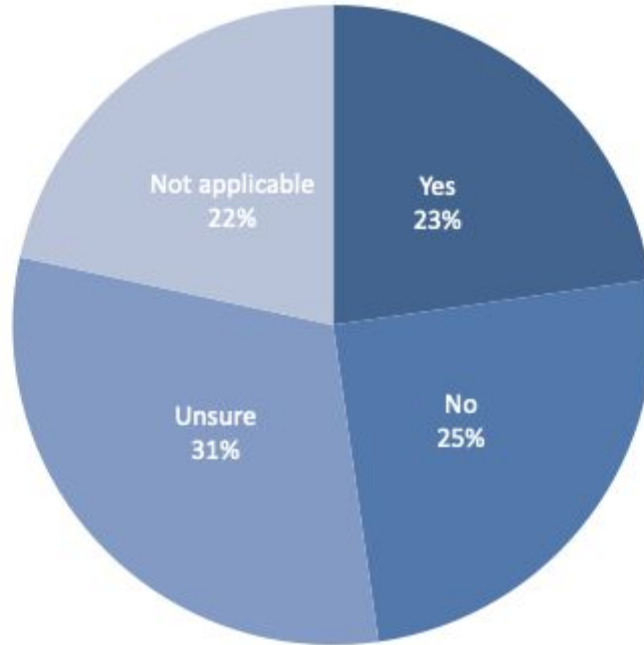
When it comes to jobs in their department, the situation is slightly more negative.

The likelihood other jobs in my department will be eliminated is:



For companies with intern programs, around one quarter plan to maintain this summer's program.

*My organization will
continue with our
summer intern
program.*



Practitioner insights on summer intern programs

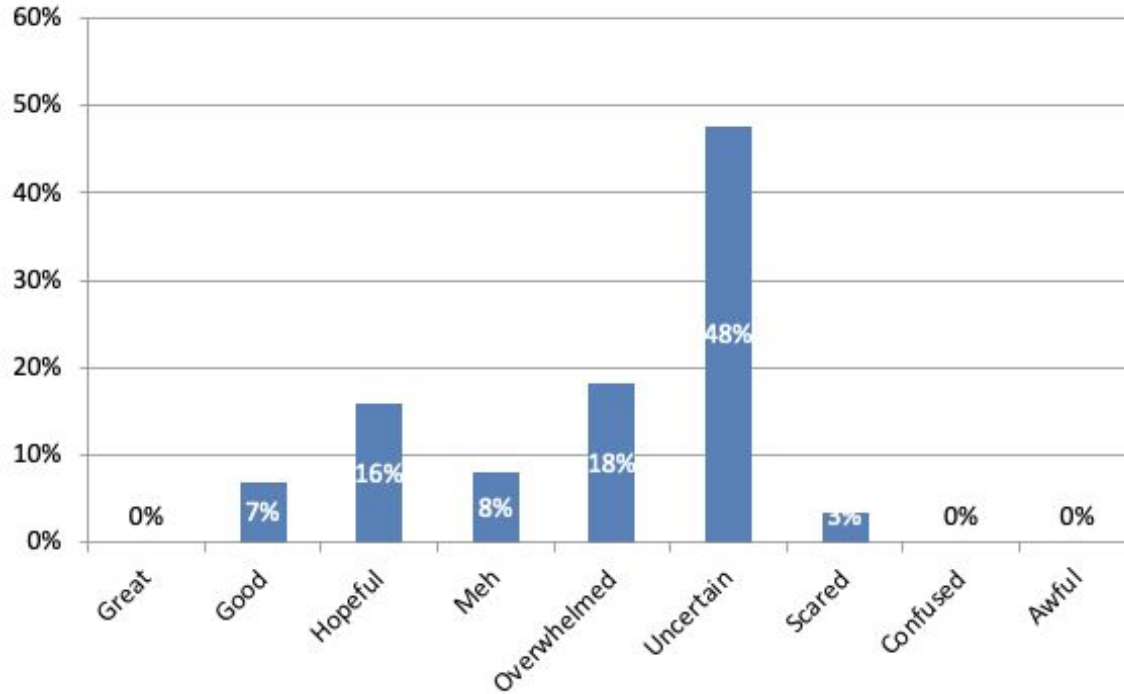


“The interns will be given a choice as to if they want to do the internship remotely or not do it at all.”

“The plan is yes, but it's subject to change.”

The sentiments range from uncertain and overwhelmed, to hopeful.

What word best describes how you're feeling right now:



Most people said they need leadership's direction, more time and good news.

What I need the most right now is:

stay home Ideas companies will people Reassurance Direction strong
communication know time best support content job
Clarity leadership strategy teams employees

Closing thoughts from practitioners



“Thousands of employees were furloughed and the ones who haven’t been (including myself) have received zero communication about what to do, who’s left, what we should be working on.”

“The gap in understanding and appreciation of the TA and EB function at the C-suite and EVP level has been heightened during the crisis.”

“This is a pivotal moment for our employer brand - there's never been an opportunity quite like this to showcase that we've remained true to our mission and values. But it's overwhelming figuring out where to begin and how to operationalize - and also get employees on board when they are already stretched to their limits when reacting to the crisis.”

Contact us for
more information
or for a conversation.

susan@exaqueo.com

My Function

Strategist Talent Attraction Head consultant Sr Brand Marketing
Employment Branding Employer Brand Specialist
Manager Lead Talent Recruitment Marketing Director
Recruitment Marketing Specialist Talent Acquisition Program Manager Global
Senior

Most people said they need leadership's direction, more time and good news.

What I need the most right now is:

BIG PICTURE

- Answers
- Companies to consider part time work
- Honest communication from the government
- The pandemic to end
- People to stay home

SELF

- A day off
- Good news
- Human connection
- Job security
- More time
- Relaxation
- Peace of mind
- Unsure

ROLE

- Analytics + metrics
- Ideas from others in EB
- Knowing if the plan is working
- Resources + support
- More people resources

COMPANY

- Assurance
- Clarity
- Clear communication
- Company financial stability
- Guidance/direction/transparency from leadership
- Flexibility
- Leadership
- Organizational support
- Progress
- Reassurance
- Stability
- Support