

FSC

Client Story » Employer Branding

Becoming a dream place to work for young developers



First Step Consulting®

Client

We worked with an innovative financial technology firm that has recently raised a £20 million Series A.

Situation

Our client was ready to expand its team after a successful funding round. But it was challenging to attract talented software developers and engineers. The firm decided to enlist our expertise to become a destination employer for top junior developers.



Action

Our team began with a rigorous assessment of the firm's employer branding strategy and organisational structure to explore how current recruitment and HR practices could be improved. We gathered a large amount of information about the client's workforce to paint a detailed picture of each specific employee segment. Our consultants talked to developers and executives to find out more about their viewpoints and expectations and participated in several team building activities to make observations.

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Action

Next, we started to survey hundreds of university students to discuss how our client was perceived by soon-to-be-graduates. We analysed what candidates experience when they interact with our client and visualised the entire candidate journey.

In close collaboration with a group of computer engineering students, we translated findings into insights and outlined a roadmap to help our client build a compelling Employee Value Proposition.



Result

The client team re-designed their careers site and rolled out the new employer brand with our help. The company created a unique graduate recruitment programme, using a combination of marketing and talent acquisition activities. In addition, numerous changes were introduced to boost employee morale.

The strategy worked. Our client has seen a six times increase in the number of job applicants and a 27% jump in Employee Net Promoter Score.



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Contact

Please let us know if you
have any questions.

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