

The Company Profile

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In today's competitive recruiting marketplace, jobseekers are more interested in the company culture than they in the actual job description. Therefore, it is important you spend the time necessary to create your "employment brand." Your employment brand should be reflected throughout all of your recruitment ad copy and reinforced in your company profile.

The company profile you advertise on the Internet will not be the same as what you publish in your company reports or list in an industry directory. Your company profile should be comprehensive and talk about the culture in your company. It should speak to the jobseeker in a strong fashion that sells them on wanting to work for you, regardless of the position you have to offer or the amount you are willing to pay for the particular position.

A candidate will often search for your company profile when they know what industry they are interested in and are simply getting a better feel for all of the companies related to that field. They will browse various companies trying to find a company culture that either matches the one they are leaving or matches what they are looking for. Your company profile should define everything your company is about and tell the candidate what to expect.

Your company profile gets appended to every job posting that appears in the Recruiting Nevada Network. It appears in your directory listings, and again, is often searched by jobseekers wanting to know more about the types of companies that exist in Nevada. Serious jobseekers will take the time to read it and learn more about your company prior to applying. This may also act as a pre-screening tool to make sure only the right applicants, with the right attitude, apply for your available positions.

Major employers such as Disney, UPS, MGM-Mirage and Coca-Cola build their entire workforce around the company culture. It is not uncommon, or unheard of, for jobseekers to apply for a position not related to their professional experience or college degree just to "get their foot in the door" and apply for that position in the future.

So, what should be in the company profile?

- An overall description of the company
- What product or services the company provides
- The industry in which the company is involved
- The marketplace the company serves
- The clients or industries the company delivers product or services to
- How many employees are in the company
- The history of the company
- How long the company has been in business
- The reason the company was formed and its successes
- The mission and vision statements
- Philanthropic efforts or non profit groups supported
- Community involvement
- Number of offices and where they are located
- Awards won for excellence or recognition

Because of the simplicity of the Recruiting Nevada Network, this may be the place you want to insert your company benefits package. You can tell the jobseeker what benefits are offered and when they are eligible for these benefits.

You will also find that Recruiting Nevada's company profile page allows you to manage your company's application methods. This is so you can manage everything in one area, rather than on every job description. Be sure to complete all of this information including company address, job hotline (if you have one), application e-mail, fax number and company website address. Our premium customers also have the ability to add video, audio, additional links, downloadable employment applications, forms and virtually anything else we can upload to the Internet. All of this valuable information will be presented to the jobseekers in the company profile.

Because the internet is so vast, you are not constrained by space. You will not be charged for additional lines. This is your opportunity to tell your company story. Talk about why your company is a great place to work and why the jobseeker would be missing out if he or she does not take the opportunity to apply for the position or positions you are advertising.