

# Employment Branding Project Update

Presented by Marcy Syman, Human Resources Director

Management Committee 1-11-2017



# Background

- Projected 100K worker shortage in TC region by 2020
- Met Council largely unknown to most residents
- Current recruiting has not highlighted benefits that would appeal to younger workers
- Clarity Coverdale Fury (CCF) hired to assist with research and rebranding



# Purpose of employment branding

- Recruit and retain workforce
- Establish the Council as an employer of choice among public sector employers:
  - > Council already offers many of the tangible and intangible benefits employees are looking for.
  - > Create consistent narrative why working at Council is a great career option.

# Focus areas

## What they want

- Easy process
- Good benefits
- Meaningful work
- Strong culture
- Collaboration
- Professional development programs
- Defined career paths
- Work-life balance
- Flexible working environment
- Company with a strong vision
- Creative spaces/innovation

## What we offer

- Good benefits
- Meaningful work
- Strong culture
- Collaboration
- Professional development
- Work-life balance
- Strong vision

# Refined value statement

- Employees of the Metropolitan Council engage in meaningful work that positively influences the Twin Cities metro region



# Refined value statement

- At the Metropolitan Council, you have a chance to make a difference. Our culture is built around valuing you as an employee.



# Refined value statement

- We want you to thrive. That's why we invest in our employees' professional development and other excellent benefits, as well as work-life balance.



# Key messages

- The Council's strong vision for the region attracts doers and thinkers who want to make a difference.
- As an employee of the Metropolitan Council, your work matters.
- You help shape our communities and make the Twin cities a great place to live.
- Your work – in providing the essential services and infrastructure for the region – make the Twin cities metro area thrive.
- As an employer, the Council is committed to support a professional culture that encourages development, growth, and achievement – so each employee can live out his or her potential in supporting our region's needs.



# Incorporate the brand message

- Council employment web page
- Recruiting materials
- Onboarding materials
- Regular employee communication
- Social media messages
- Council close-ups



# Who incorporates brand messages as part of their work?

- Hiring managers
- HR recruitment staff
- Managers and supervisors
- Community outreach staff
- Communications and marketing staff
- Council members



# Thrive

- Stewardship – responsibly managing financial resources by ensuring an engaged and productive workforce
- Equity – connecting residents to job opportunities

# Next Steps

- Communicate brand messages to senior leadership and employees
- Update Council web pages
- Solidify key messages and create templates for use by key staff members
- Create brand message “lanes” for divisions
- Update and adapt HR collateral and tools