



## THE CHALLENGE

A Pan-African development organisation increasing brand awareness across the continent with a view to improved perception by the talent pool. The Client was keen to promote their brand values and EVP in preparation for future recruitment campaigns. They wanted to use existing promotional material and create a professional and engaging profile of the business.

## OUR SOLUTION

### BESPOKE EMPLOYER PROFILE

- A custom built employer profile on the Careers in Africa website
- Professionally designed with existing brand assets
- Integrated video and infographic elements

### MULTI-CHANNEL PROMOTION

- Promotion of the brand through email, social media, and website placement
- Segmented to target countries and regions of interest

### EMPLOYER OF CHOICE

- Connecting the profile with the Employer of Choice rankings to highlight brand position in Africa

### INTEGRATED RECRUITMENT SOLUTION

- Profile connected to job sourcing campaign



## OUTCOMES

The profile was created using brand assets, and was online within one week. The brand was promoted on social media and through email to the 600,000 member Talent Network. The Employer Profile was extensively promoted in a cross channel campaign, alongside a recruitment campaign.

# 30,000

Targeted Email Campaign

# 10,000

Profile Views Per Month

“

The campaign was highly effective, both for our profile and recruitment campaigns.

”

Organisations HR Director

### What Happens Next

Register for your profile at [careersinafrica.com](http://careersinafrica.com). Our team will provide guidance on the information required to create a compelling profile, and send you a proof before publication. It then goes live on your confirmation.

### What Are The Terms?

Profiles on [careersinafrica.com](http://careersinafrica.com) are free as we seek to help African professionals discover great employers.

### Who Do I Speak To?

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