



**Making your jobs  
irresistible.**

# **Redefining Recruitment Marketing**

**Insight and Technology  
to Locate, Attract, and Hire  
the Right Talent.**



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# Recruitment **Solutions** & Tools

## **Media** Strategies and Implementation

### We cut through the noise

- Mobile Advertising
  - Blog Creation and Maintenance
  - Print (newspapers, trade journals, consumer)
  - Behavioral Advertising
  - Broadcast (YouTube, TV, radio, video)
  - Signage
  - Direct Mail
  - Email Marketing
  - Promotional Giveaways
  - Web Abandonment Programs
  - Virtual Job Fairs
  - Post Exit Interviews
  - Career Site Development & Hosting
  - Internal Communication
  - Out-of-Home Advertising
  - Career Job Fairs
  - Employee Referral Programs
  - Job Boards
  - Brochures and Flyers
  - Outdoor/Indoor Signage
  - Social media/networking
  - SEM & SEO
  - Onsite Recruiters
  - Secret Shoppers
  - College and Diversity Recruiting
  - Programmatic Advertising Programs (including Pay Per Click and Pay Per Applicant)
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## Hire**Power**™ & Talent Casting **Initiatives**™

### Identify & Promote your Distinctions

**HirePower**™ is a patent-pending software that is designed exclusively to identify specific characteristics and **Hidden Motivators**™ that differentiate each job in your workplace from similar positions at other organizations. With **Talent Casting Initiatives**™ we transform job descriptions into compelling recruitment messaging with distinct candidate appeal.

- ✓ Effective candidate centered messaging
- ✓ Fine tune your job branding process
- ✓ Identify specific characteristics about the job or the candidate
- ✓ Refine your positioning statements
- ✓ Uncover your distinctions and the hidden motivators that are behind every job description
- ✓ Create compelling headlines
- ✓ Use Unique Recruitment Propositions (URP) to stand above the crowd
- ✓ Discover your hidden selling points
- ✓ Reveal your employee brand
- ✓ Training Programs to Train Your Recruiters and Hiring Managers on How to Market Your Opportunities to Applicants



**Job Branding Advantage**



# Recruitment **Messaging** and Creative **Design**

We create strategic and compelling, recruitment messaging through relevant, powerful and innovative ads that express your unique brand over multiple distribution platforms.

## Rethink Creative

We provide a full range of creative services that are designed to deliver insightful and cohesive recruitment branding messages across multimedia platforms.

We see job branding with an unbiased perspective. Combined with our proprietary tools, we work together with your company to develop potent and compelling ideas for your recruitment initiatives.



- Job Advertising
- Digital Strategy
- Brand Activation
- Production and Artwork
- Print Design
- Website and Employer Career Portal
- Programmatic Advertising

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## Workforce**Locator**™ The Future of Recruitment

**WorkforceLocator**™ was designed specifically to data mine for talent recruitment. This patented resource (U.S. Patent No. 9,047,585 ) is comprehensive, fast and simple to use.

- ✓ Locate and compare workforces by occupation, industry and location with pinpoint accuracy
- ✓ Plan minority staffing and diversity initiatives, including EEO-1 reporting capabilities
- ✓ Forecast employment costs using wage, cost-of-living, and standard-of-living comparisons by metropolitan statistical area, county, industry, occupation and other key variables
- ✓ Target appropriate college graduates using comprehensive college breakdowns by major, gender and ethnicity
- ✓ Nationwide search results at a glance
- ✓ Factor comparisons between states, counties and even cities
- ✓ Employment projections and occupation analysis
- ✓ Create maps showing statistical densities
- ✓ Save on the high cost of compiling research manually



**Data Mining to Pinpoint Talent**



Our most  
successful  
recruitment ads  
appeal to the  
personal  
attributes of the  
ideal candidate.

Your *ideas*. That's what puts you head  
and shoulders above the norm.



Reliability  
Maintenance  
Engineer



Send to a Friend

There's a saying, "ideas are a dime a dozen."  
Not in the engineering business.

At GAF, we're savvy enough to realize that our  
most powerful assets are still the inspiration,  
the intuition, the curiosity, the "what if" of the  
world...the sheer power of the human mind.

No, we're not being idealistic. It's just that where  
most companies view your role as a "necessary  
expense", we know that your ideas will add to the  
bottom line. Both yours and ours.

It's that thinking that helped GAF Materials  
Corporation become the largest commercial and  
residential roofing manufacturer in North  
America and a leader in building products.

You'll develop and refine equipment main-  
tenance plans and repair procedures; analyze  
equipment failures and initiate corrective actions  
and predictive measures; and drive development  
and implementation of standards and specifica-  
tions for equipment, facilities, and plant systems,  
including plants across America.

If the "idea world" of GAF sounds appealing,  
please click on the button below to answer a few  
simple questions, and let's proceed to the next  
step.

Or, if you know a colleague who might be  
interested, please click on the envelope icon to  
forward this message.

EOE

Apply On-line

Sales – Government Business Development • Arlington, VA



## Finding new clients is important. But expanding existing accounts is your gift!

You have a genuine aptitude for making current customers feel as highly valued as new ones. Your patient and nurturing relationships with clients garner so much confidence that each of them considers you a vital part of their own indispensable support team. In fact, even the highest-level government administrators would not hesitate to seek your personal assistance in navigating their contracting environment.

That's why you would be such a perfect fit for this position at Dun & Bradstreet, where securing opportunities through alliances is a key component of our exponential growth. No matter what you've been selling to your Government or private industry customers, you can continue to serve those same clients with Dun & Bradstreet products. It's your ability to expand on those relationships you've developed over your career, and to guide clients step-by-step, that are paramount in this role.

Your responsibilities will include identifying high-potential departments within agencies in your territory and developing tailored acquisition strategies to build and manage an expanding sales pipeline. By leveraging D&B's prominence in the marketplace, capitalizing on the synergies available through these alliances, and conducting capability presentations and industry events with key organizational decision-makers, you will drive the engine to continually extend our referral network.

Candidates must have a Bachelor's degree (with an MBA highly desirable) as well as 5+ years of experience in developing, selling to and managing large Government accounts. Your proven track record of identifying and closing 7-figure sales opportunities, your exceptional negotiating and communication skills, and your demonstrated proficiency in developing and maintaining collaborative relationships at a variety of levels will all be essential, along with your ability to meet and exceed quarterly sales goals.

This is a wonderful opportunity for someone with your skills to continue to grow as you help engineer our growth. So don't let it pass you by. To learn more and apply visit: <http://www.dnb.com/about-dnb/careers/jobs/14909207-1.html>

EOE



Decide with Confidence

## What's obvious to you, others just don't see.



### Job Cost Analyst NJ Location

You give a whole new dimension to the meaning of "meticulous!" There's not a detail that escapes your careful consideration. And our business hinges on the details. That's why we need someone with your persistence, precision, patience and ingenuity – someone who cares about the fine points as much as we do.

It's because of exceptional people like you that **K. Hovnanian**, a builder of fine homes, has grown to become #12 on Fortune Magazine's list of the 100 Fastest Growing Companies. And right now, we're looking for a **Job Cost Analyst** who is not satisfied until every figure is accurate and every allocation complies with corporate accounting procedures and policies down to the last decimal point!

You also need a strong MIS background plus experience with JD Edwards (EnterpriseOne or World) and in-depth knowledge of homebuilder accounting practices. A Bachelor's degree in Accounting and 5+ years of business/technical experience is preferred, but other hands-on experience will be considered.

**K. Hovnanian** is committed to supporting our staff, offering an extremely competitive benefits package including 401(k) with profit sharing, as well as medical, dental and vision plans, tuition reimbursement and more.

If you are interested, please [click here](#) to apply online.



Send to a Friend





## ORACLE

**Oracle: Sr. Principal Architect/Engineer**

**Cloud Infrastructure Group (Seattle, WA)**

Are you interested in building large-scale distributed infrastructure for the cloud? Oracle's Cloud Infrastructure team is building new Infrastructure-as-a-Service technologies that operate at high scale in a broadly distributed multi-tenant cloud environment. Our customers run their businesses on our cloud, and our mission is to provide them with best in class compute, storage, networking, database, security, and an ever expanding set of foundational cloud-based services.

<http://cloud.oracle.com/compute>

We're looking for hands-on engineers with expertise and passion in solving difficult problems in distributed systems, virtualized infrastructure, and highly available services. If this is you, at Oracle you can design and build innovative new systems from the ground up. These are exciting times in our space - we are growing fast, still at an early stage, and working on ambitious new initiatives. An engineer at any level can have significant technical and business impact.

As a **Sr. Principal Software Architect/Engineer** you will own and lead software architecture and development for major components of Oracle's Cloud Infrastructure. You should be a distributed systems generalist, able to architect broad systems interactions, while being very hands-on, able to dive deep into any part of the stack and lower level system interactions. You should value simplicity, be able to work effectively in a collaborative, agile environment, and

Our most successful job descriptions appeal to the personal attributes of the ideal candidate:

## After McFrank & Williams

## ORACLE

**Senior Principle Architect/Engineer – Seattle**

**Someone with your ingenuity should have the chance to take ownership of your innovations—from start to finish!**

You are an exceptionally gifted, hands-on engineer who lives for the opportunity to develop intricate cloud technology from the ground up. And you would truly thrive in an environment where you're left to devise solutions in your own way, without structural or operational impediments or the limitations of being restricted to one particular product area. Your incredible drive, curiosity and tenacity foster your ability to make it happen, even when the situation requires major changes in the way things get done.

So imagine yourself working at a pioneering company where you will own and lead software architecture and development for major components of Cloud Infrastructure.

At Oracle, you'll be front and center, developing new Infrastructure-as-a-Service technologies which operate at high scale in a broadly distributed, multi-tenant cloud environment.

In addition, you will experience the myriad advantages of working for a company with Oracle's unique combination of corporate strength and stability while we're still at an early stage of developing ambitious new initiatives. Our customers run their businesses on our cloud, and our mission is to continue to develop the best in class compute, storage, networking, database, security, and an ever expanding set of foundational cloud-based services.



# Redefining Recruitment Marketing



Media



HirePower™ &  
Talent Casting Initiatives™



Creative



WorkforceLocator™

Better Results **Require** Better Methods.

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## MCFRANK & WILLIAMS

ADVERTISING AGENCY

Full service interactive and traditional advertising agency  
that provides recruitment marketing services across  
all media channels and venues.

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ENHANCING RECRUITMENT MARKETING