

# LATITUDE FINANCIAL SERVICES

BUILDING AN EMPLOYER BRAND



15 August 2018



**A new kid  
on the block.**

**With a mission to  
become employer of  
choice.**



**We had no brand awareness.**

**No sourcing strategy.**

**No Reporting / Data.**

**No Career Sites.**

**No Job Boards.**

**No Team.**

# The journey began and we ran...

**1**

## **Team**

**Give notice to RPO & 3 months to build a team**

**2**

## **Career Site**

**Build the site and define Who we were & what did we stand for?**

**3**

## **Fundamentals**

**Processes, ATS, Reporting, Job Boards, Templates etc.**

**4**

## **LinkedIn Solution**

**Life@Latitude, Traffic Drivers, Sponsored Updates, Job Slots**

**5**

## **Our Promise**

**Defining our Employee Value Proposition**

**6**

## **Trust & Credibility**

**Building partnerships**



**Our ambition  
was to become  
a credible alternative.**



**We needed:**

**A short-cut to fame.**

**A way to establish quickly.**

**A fresh voice to cut-through the noise.**



**We needed people  
to feel they wanted to  
be part of  
something big,  
something new,  
something different.**



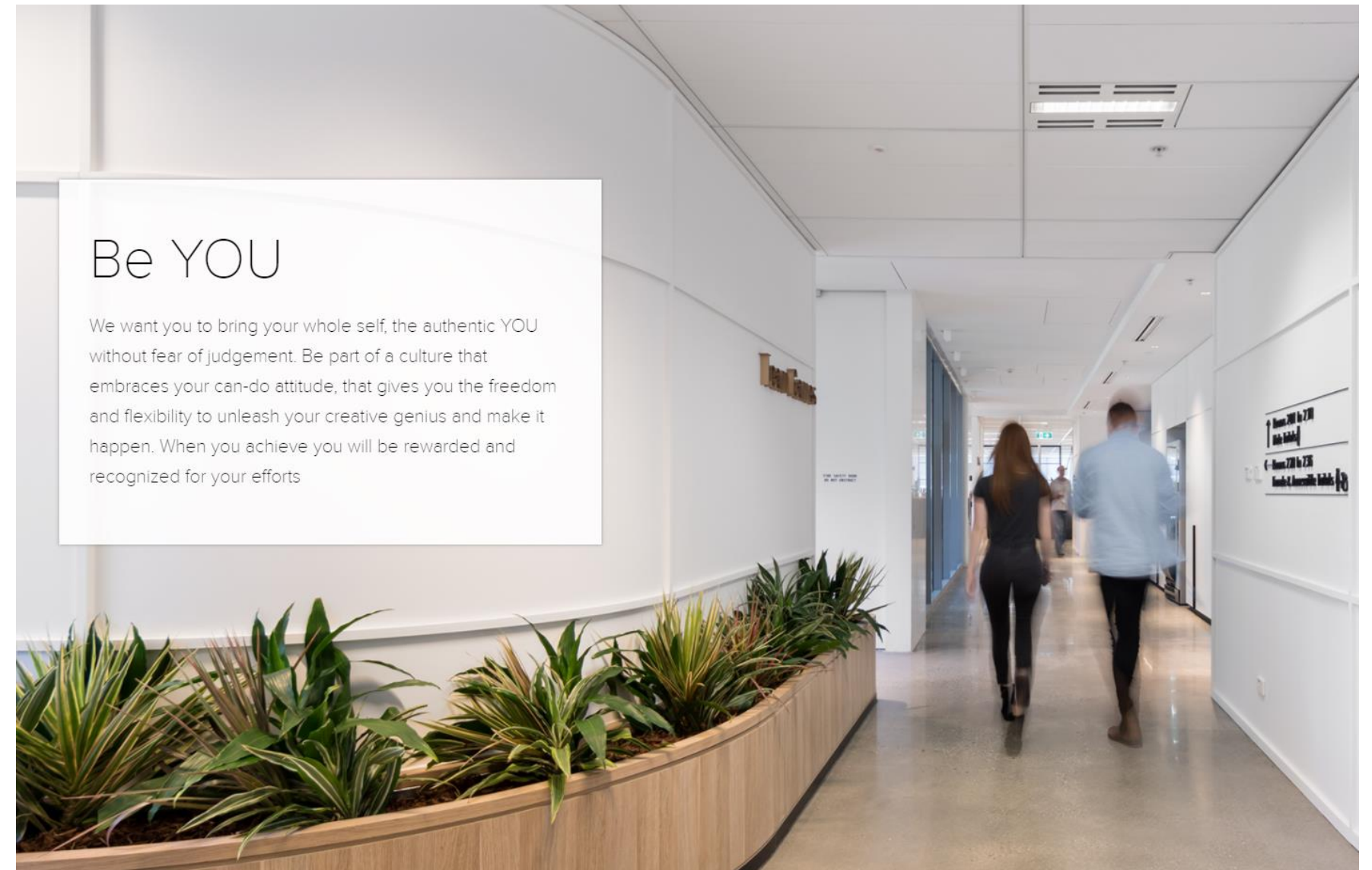


WANT TO DO BETTER?



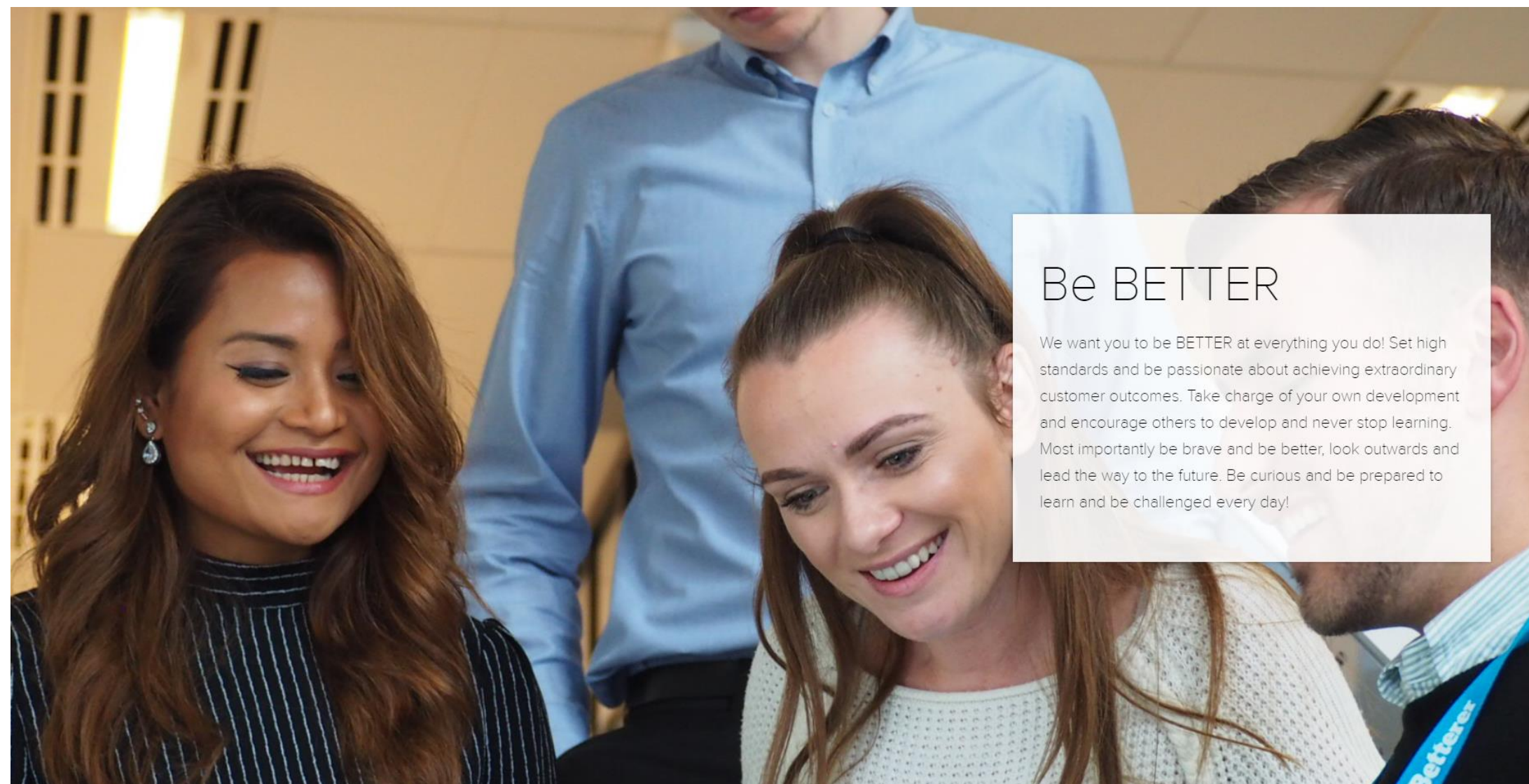
# OUR PROMISE

*Latitude is the scope for freedom of action or thought it allows you to define your own path! What if you could BE YOU? What if you could BE BETTER? What if you could BE OUR FUTURE?*



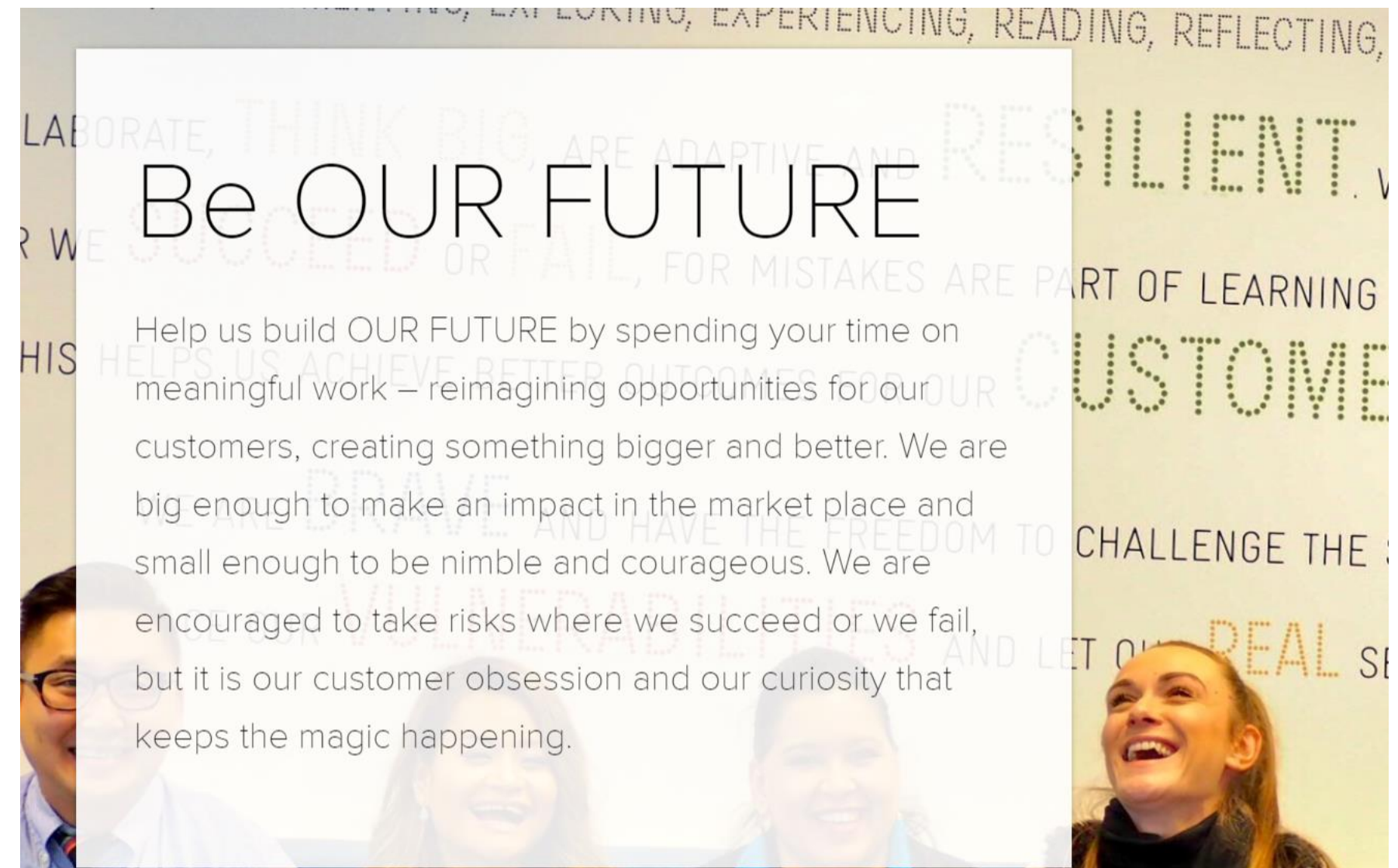
## Be YOU

We want you to bring your whole self, the authentic YOU without fear of judgement. Be part of a culture that embraces your can-do attitude, that gives you the freedom and flexibility to unleash your creative genius and make it happen. When you achieve you will be rewarded and recognized for your efforts



## Be BETTER

We want you to be BETTER at everything you do! Set high standards and be passionate about achieving extraordinary customer outcomes. Take charge of your own development and encourage others to develop and never stop learning. Most importantly be brave and be better, look outwards and lead the way to the future. Be curious and be prepared to learn and be challenged every day!



## Be OUR FUTURE

Help us build OUR FUTURE by spending your time on meaningful work – reimagining opportunities for our customers, creating something bigger and better. We are big enough to make an impact in the market place and small enough to be nimble and courageous. We are encouraged to take risks where we succeed or we fail, but it is our customer obsession and our curiosity that keeps the magic happening.



### Job Title

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Contact Details go here

*We support flexible ways of working at Latitude. Talk to us about how this position could be flexible for you.*

To all recruitment agencies we do NOT accept any unsolicited referrals for this vacancy

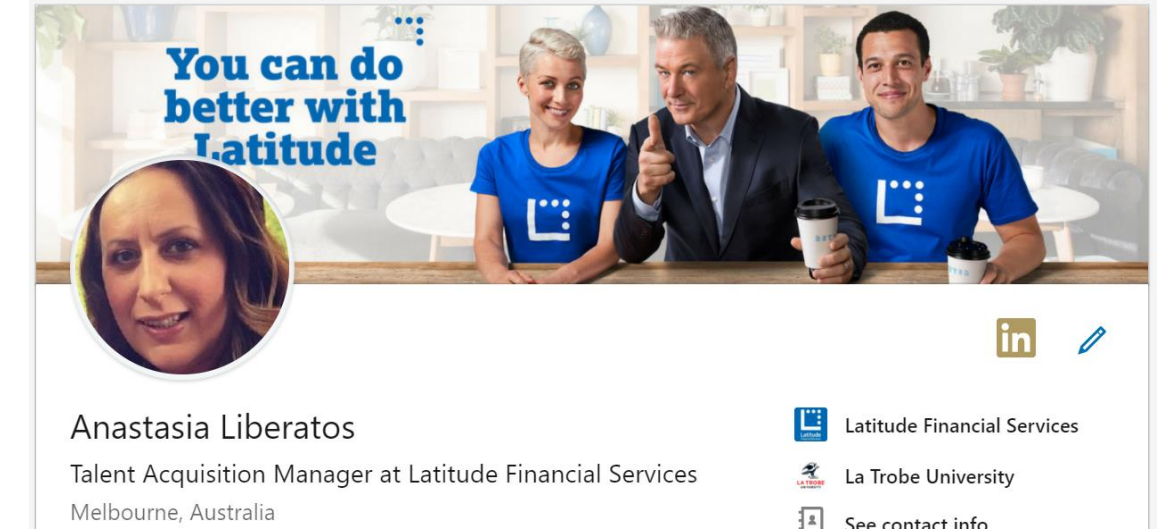


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# Footprint YOY Growth

		June 2017	June 2018	
<b>Employee Engagement</b>	Employee Members	864	1,081	<b>+25%</b>
	1st Degree Connections	153,122	209,858	<b>+37%</b>
	Monthly Employee Profile Views	11,299	13,503	<b>+20%</b>
<b>Company Presence</b>	Monthly Company Page Viewers	1,008	1,421	<b>+41%</b>
	Monthly Career Page Viewers	346	582	<b>+68%</b>
	Total Followers	2,306	4,344	<b>+88%</b>
<b>Job Performance</b>	Monthly Job Applications	392	488	<b>+24%</b>
<b>inPact</b>	% Hires Influenced (past 12 mo.)	16%	52%	<b>+220%</b>

We were  
*two years old...*

**AND WE  
WERE STILL  
EVOLVING**



**Keen to maintain  
our competitive  
momentum and  
our innovative  
spirit.**

# Builds Trust.

The screenshot displays the LinkedIn Talent Insights 'Report Builder' interface. At the top, the LinkedIn logo and 'TALENT INSIGHTS' are on the left, and 'REPORT BUILDER' and 'FOLDERS' are in the center. A user profile picture is in the top right. Below the navigation bar, the report title 'Talent Pool Report' is shown with a sub-header '782 professionals on LinkedIn' and a 'Save to folder' button. A horizontal menu includes 'Overview', 'Location', 'Company', 'Industry', 'Education', 'Skills', 'Titles', 'Employer brand', and 'Profiles'. The main content area features four key metrics: 782 Professionals (with a 2% increase), 460 Changed jobs, 5 Job posts, and 53 Engaged talent. Below this is a section titled 'Where is this talent located?' with a 'See Location' link. It includes a world map with a blue dot in Australia and a table of top locations. On the right, there is a 'Hiring demand' section with a progress bar and the text 'Very high This talent is very hard to hire', and a 'Key insights' section highlighting '1.3 year median tenure'.

Metric	Value	Change
Professionals	782	▲ 2%
Changed jobs	460	
Job posts	5	
Engaged talent	53	











Top locations	Professionals
Melbourne, Australia	782

# Competitive benchmarking.

in TALENT INSIGHTS REPORT BUILDER FOLDERS

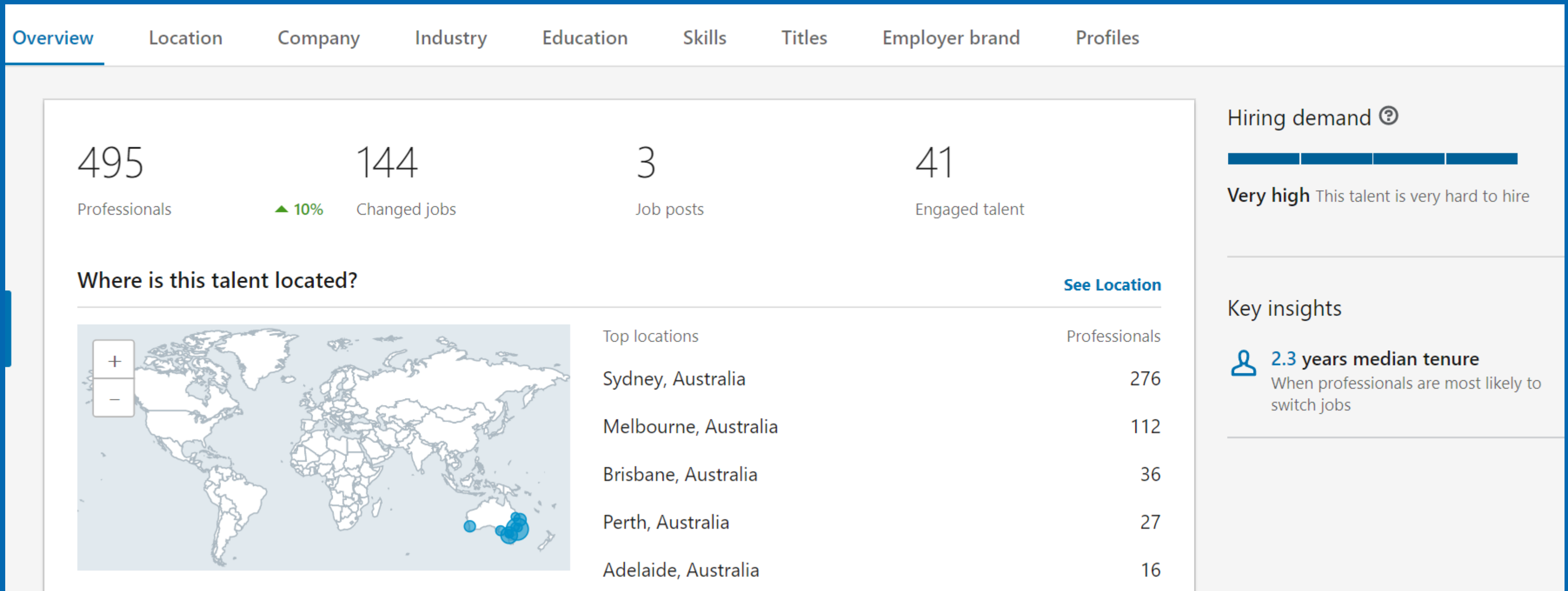
Overview Location Company Industry Education Skills Titles Employer brand Profiles

What companies are employing this talent? ⓘ

Company (100) ⌵	Professionals ⌵	1y growth ⌵	Job posts ⌵	Attrition ⌵
 Outware Mobile	34	▲ 26%	—	 13%
 carsales.com.au	9	▲ 29%	—	 13%
 REA Group	9	▼ 25%	—	 9%
 ANZ	8	0%	—	 21%
 Electronic Arts (EA)	7	▲ 40%	—	0%
 Australia Post	7	0%	—	0%



# Credibility.



# Head Count.

**Talent Pool Report**  
94 professionals on LinkedIn

Overview | Location | Company | Industry | Education | Skills | Titles | Employer brand | Profiles

94	75	--	14
Professionals	▲ 24% Changed jobs	Job posts	Engaged talent

Where is this talent located? [See Location](#)

Top locations	Professionals
Melbourne, Australia	94

**Hiring demand** ⓘ

**Very high** This talent is very hard to hire

**Key insights**

- 1.6 year median tenure**  
When professionals are most likely to switch jobs

# New positions.

Overview Location Company Industry Education Skills Titles Employer brand Profiles

238 Professionals ▲ 15% Changed jobs

4 Job posts

5 Engaged talent


Hiring demand ⓘ

**High** This talent is hard to hire

Key insights

**1.7 year median tenure**  
When professionals are most likely to switch jobs

Where is this talent located? [See Location](#)



Top locations Professionals

Sydney, Australia	114
Melbourne, Australia	71
Canberra, Australia	13
Brisbane, Australia	12
Adelaide, Australia	7

Overview **Location** Company Industry Education Skills Titles Employer brand Profiles

Location (13) ⌵	Professionals ⌵	1y growth ⌵	Job posts ⌵	Hiring demand	Top Employers
Sydney, Australia	114	▲ 12%	2	Very high	
Melbourne, Australia	71	▲ 4%	1	Very high	
Canberra, Australia	13	▲ 30%	0	Moderate	
Brisbane, Australia	12	0%	0	High	
Adelaide, Australia	7	▼ 13%	—	High	
Perth, Australia	5	▲ 25%	—	High	

# New positions.

Overview Location Company **Industry** Education Skills Titles Employer brand Profiles

What industries are employing this talent? ⓘ

Industry (54) ⌵	Professionals ⌵	1y growth ⌵	Job posts ⌵	Hiring demand	Top Employers
Financial Services	54	▲ 13%	0	Very high	
Utilities	32	▲ 19%	1	High	
Government Administration	29	▲ 7%	0	Moderate	
Banking	26	▲ 4%	0	Very high	
Telecommunications	12	0%	—	Moderate	
Insurance	10	▲ 25%	—	Very high	

Overview **Workforce composition** Talent flow Attrition Skill inventory Education Profiles

Where is this company winning and losing talent? [See Talent flow](#)

Most departures to	1y departures	Most hires from	1y hires
National Australia Bank	151	National Australia Bank	72
DBS Bank	140	Commonwealth Bank	42
PT Bank DBS Indonesia	102	Westpac	40
Standard Chartered Bank	45	Telstra	18
Commonwealth Bank	42	Accenture	18



**Leave nothing to chance.**

**WHATS NEXT...**

**Succession Planning.**

**Employer Branding.**



# THANK YOU!



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[/ALIBERATOS](https://www.linkedin.com/company/latitudefinancial)



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