

what if you're not **Google** ?
attracting talent to your SME

why you need an Employer Brand

your ideal candidate finds you



finding your ideal
candidates





IMPOSSIBLE

These are the top 10 car manufacturers in the UK



hireful.



These are the top 10 car manufacturers in the UK

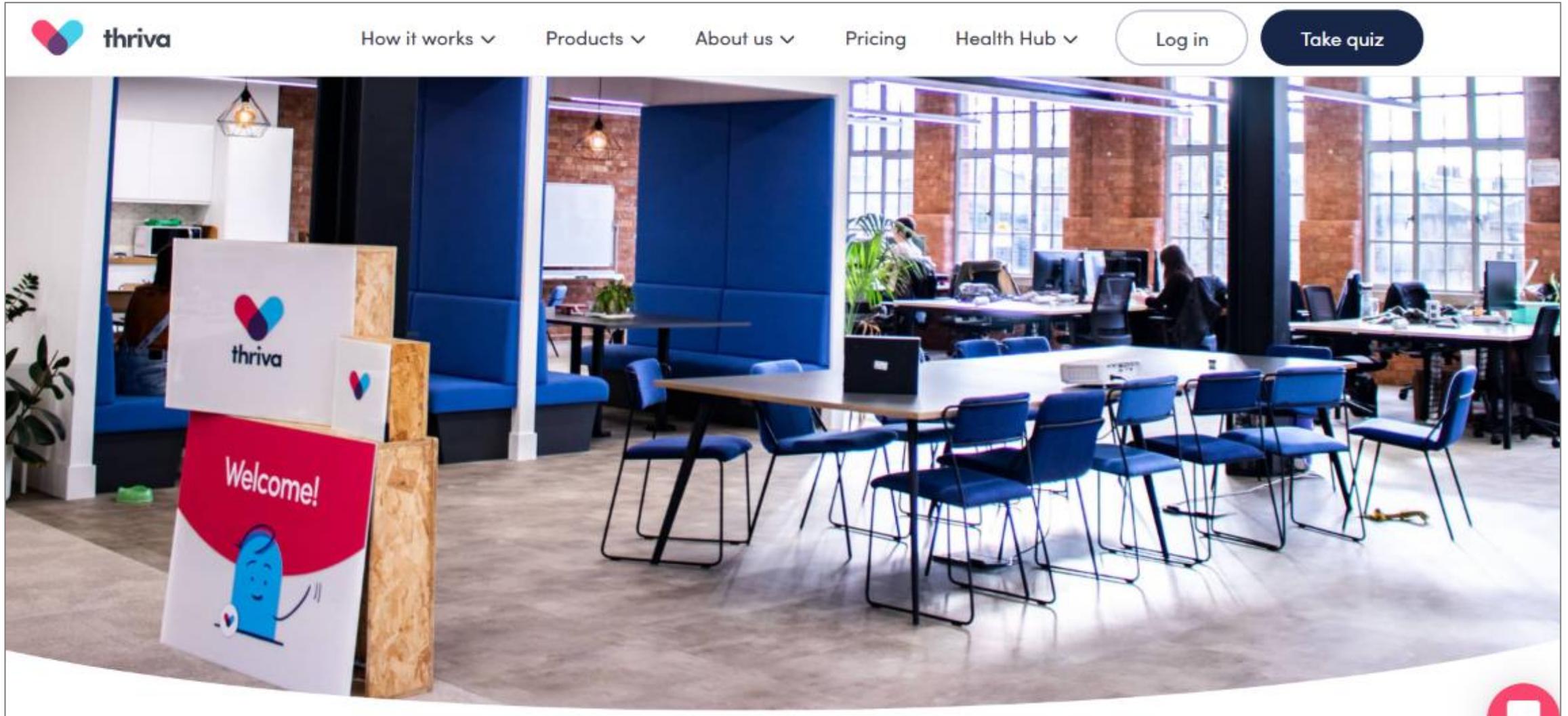


will candidates even give you a chance?



what candidates want
(and how to give it to them)

#1 thing candidates want to know.



#2 thing candidates want to know.

The screenshot shows the checkout.com website's hiring process page. At the top, there is a navigation bar with the checkout.com logo, links for 'Our solution', 'Company', and 'Discover', a 'Log in' link, and a 'Get in touch' button. Below the navigation bar, the page title is 'Our Hiring Process' followed by the main heading 'How we hire our team.' The introductory text states: 'We like to keep things as simple as possible so we can get to what's really important - finding out more about you.' and 'We've broken down our hiring process into four key stages, highlighting what to expect, our promise to you, and how to excel at each stage. Please note for some roles the process can vary, for example the task may come before the interview, or be skipped entirely.' The four stages are presented in a horizontal sequence of colored boxes: 01. Application and recruiter screen (yellow), 02. First round interview (light green), 03. Task or challenge (light blue), and 04. Final interview and offer (dark blue). Each stage includes a brief description of what to expect. The final stage, 'Final interview and offer', includes a 'Find out more' link with a right-pointing arrow.

checkout.COM Our solution ▾ Company ▾ Discover ▾ Log in ▾ **Get in touch**

Our Hiring Process

How we hire our team.

We like to keep things as simple as possible so we can get to what's really important - finding out more about you.

We've broken down our hiring process into four key stages, highlighting what to expect, our promise to you, and how to excel at each stage. Please note for some roles the process can vary, for example the task may come before the interview, or be skipped entirely.

- 01. Application and recruiter screen**

The start of our application process is the same for all of our roles. We want to learn a bit about you through a casual conversation.
- 02. First round interview**

We love connecting with people who believe they'll make a difference. At this stage, an interview will help us both decide whether the interest is mutual.
- 03. Task or challenge**

Now it's time to apply your thinking to some real life situations. Whether it's completing a technical test, engaging in a role play or preparing a presentation to address a challenge - we want to see you in action.
- 04. Final interview and offer**

Once you've met the team, and we've gotten to know each other, it's time for us to both decide whether we're a match.

Find out more →

what candidates want
(and how to give it to them)



Systems Accountant

Finance - West London

DO YOU HAVE UNAGI AND ❤️ HOLIDAYS?

BECOME ONE OF OUR FRIENDS

Add some humour to your job adverts





Content Executive

Marketing - West London

"If you have a strong writing background, an interest in marketing and a passion for travel then I want you in my team"

APPLY

Add some humans to your adverts



they are all
the same.

Core values of Fortune 100
companies:

- 55% claim “integrity”
- 49% claim “customer satisfaction”
- 40% claim “team work”

The screenshot shows the Totaljobs website interface. At the top, the logo 'Totaljobs' is displayed with a rainbow heart icon. A search bar contains the text 'Passion', and the location is set to 'United Kingdom' with a '10 miles' radius. A red box highlights the search results summary: '48,451 Passion jobs in UK + 10 miles'. Below this, there are filters for 'Commute time', 'Where do you start from?' (with an input field for 'Address, postcode or town/city'), 'Maximum commute' (with a slider), and 'How do you travel to work?' (with icons for WALK, CYCLE, CAR, and PUBLIC TRANSPORT). The main content area shows two job listings. The first is 'Management Couple with pride and passion for pubs' by Arkell's Brewery Ltd, located in Swindon, Wiltshire, and is marked as 'NEW'. The second is 'Teaching Assistant with passion for SEND!' by Milk Education, located in The Seal, NE46, and is marked as 'FEATURED' and 'NEW'. The page also includes a 'Locations' filter at the bottom.

want to write the perfect job advert?

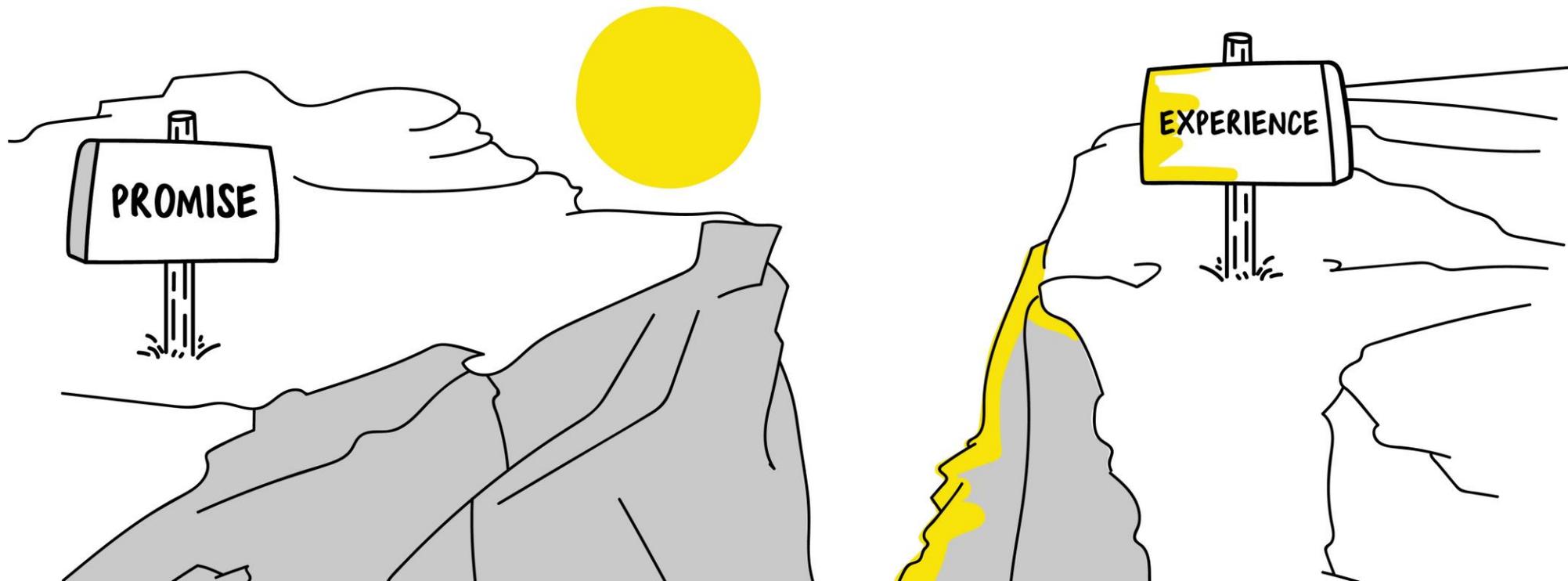
download our free advert copy guide and learn how to create authentic and engaging adverts that act as your own talent magnet.



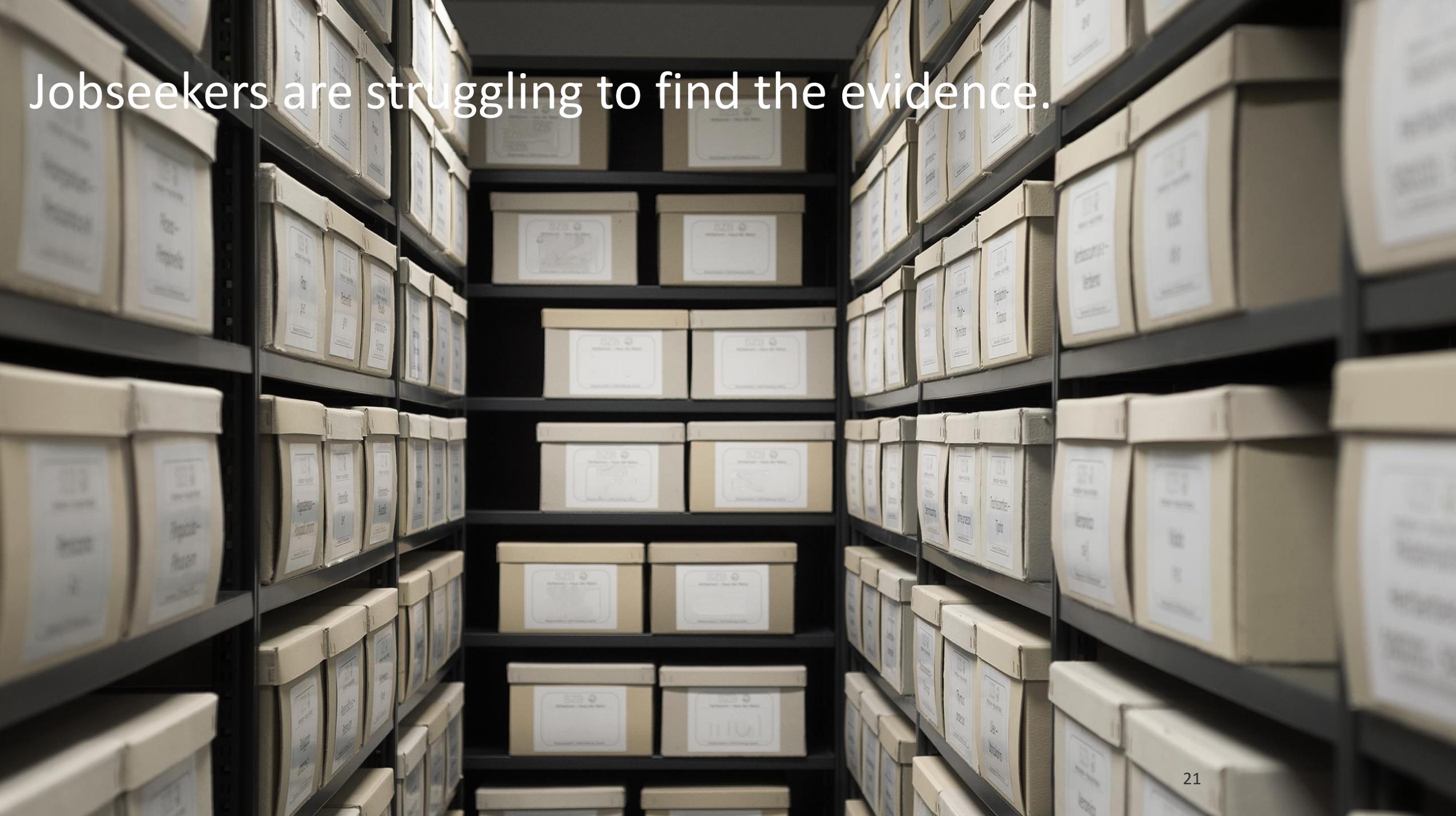
Searching for evidence...

the credibility gap.

Only 19% of employees think their experience of their employer matches up to the brand image it sends out



Jobseekers are struggling to find the evidence.



ways to evidence you're a good employer - video.

Office Hours

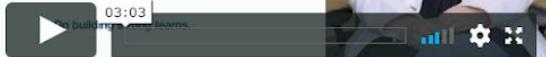
Get to know our execs in our Office Hours series. We sit down with our leadership team and ask them for life, career, and general advice.

Share

Office Hours with

Kathleen Barrett

SVP, Enterprise & Head of Creator Success, Vimeo



Office Hours with Kathleen B...

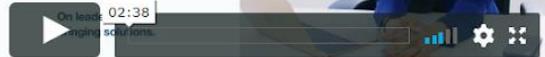
Vimeo Staff

Kathleen Barrett, our SVP of Enterprise and Creator Success, on what it takes to build and lead strong...

Office Hours with

Anjali Sud

CEO, Vimeo



Office Hours with Anjali Sud

Vimeo Staff

Our CEO Anjali Sud shares her thoughts on leadership, lessons she's learned throughout her...

Office Hours with

Harris Beber

CMO, Vimeo



Office Hours with Harris Beber

Vimeo Staff

Our CMO Harris Beber talks about productivity and work-life balance. The takeaway? Both are possibl...

ways to evidence you're a good employer – audio?.

meet the managers.

We all remember that one manager who was a complete #%&! 🤬

Well, we don't have those types of managers here at hireful.
We have these smiley people.

Their primary focus is to help you grow and develop into the best possible version of you. We asked our co-founder, Adrian, to dust off his podcast equipment and go interview his colleagues to get the "lowdown" (Adrian's word not ours, he is 44) on who these managers are, where they came from, what their team does and most importantly what they look for in a new team member.



Adrian McDonagh
chief helper
click below to hear our interview with Adrian.





Alex Lover
head of agency
click below to hear our interview with Alex.





James Croft
implementation manager
click below to hear our interview with James.



the evidence.

Software

Is this your company?

Overview 8 Reviews -- Jobs 8 Salaries 1 Interviews 2 Benefits -- Photos

Follow + Add a Review

Software Overview

Work here? Get a FREE Employer Account

Website	www. software.co.uk	Headquarters	Nottingham, England
Size	51 to 200 employees	Founded	Unknown
Type	Company - Private	Industry	Unknown
Revenue	Unknown / Non-Applicable per year		
Competitors	Unknown ↔ Create Comparison		

Software Reviews

3.5 ★★★★★

72% Recommend to a Friend

Work in HR/Personnel or Marketing? Get a free employer account

Want to remove competitor ads? [Learn More](#)

the evidence.



Reviewed 1055 UK organisations on Glassdoor

All had less than 1,000 staff and at least a 4.0 rating (from 5)

89% had not replied to a single review

96% had not replied to all reviews



the evidence.



Customer Service Advisor (May start date)

AXA UK ★★★★★ 3,469 reviews

Bristol

£18,794 - £20,109 a year

[Apply on company site](#)



AXA UK is proud to be the 24th Best Place to Work, according to Glassdoor, which reflects our people's trust in us. Interested in becoming one of us? Read on... We're incredibly excited for you to join our **health and wellbeing** focused AXA Health membership team as a full-time permanent **Customer Service Advisor** in our modern and funky **Bristol** offices.

the evidence.

The screenshot shows the iwoca website homepage. At the top left is the iwoca logo. The navigation menu includes 'Products', 'Insights', 'Help', and 'About'. On the top right, there are links for 'Log in', 'Apply now', and a phone number '020 3778 0274'. The main heading reads 'Let's rebuild finance for small businesses'. Below this is a blue 'See all jobs' button, followed by the text '41 openings in 3 locations' and a 'See life at iwoca' link with a play button icon. At the bottom, a dark blue bar contains four statistics: 'We're now 315 iwocans', 'Based in 3 offices', 'Helping 50,000 SMEs', and 'glassdoor 4.6' with a star rating. Two red arrows point from the right side of the page towards the Glassdoor logo and rating.

iwoca Products Insights Help About Log in Apply now 020 3778 0274

Let's rebuild finance for small businesses

[See all jobs](#)

41 openings in 3 locations

[See life at iwoca](#)

We're now **315 iwocans** Based in **3 offices** Helping **50,000 SMEs** **glassdoor** 4.6

hireful.

the evidence.

Totaljobs 

Are you r

☰

433 **Glassdoor** jobs in **UK** + 10 miles

Commute time ▲

Where do you start from?

Maximum commute

How do you travel to work?

WALK CYCLE CAR PUBLIC TRANSPORT

Locations ▲

wagamama

Chef 

Found on our partner site Caterer.com

wagamama

the support you'd expect from a **glassdoor** top 50 employer

O₂

Retail Sales Advisor

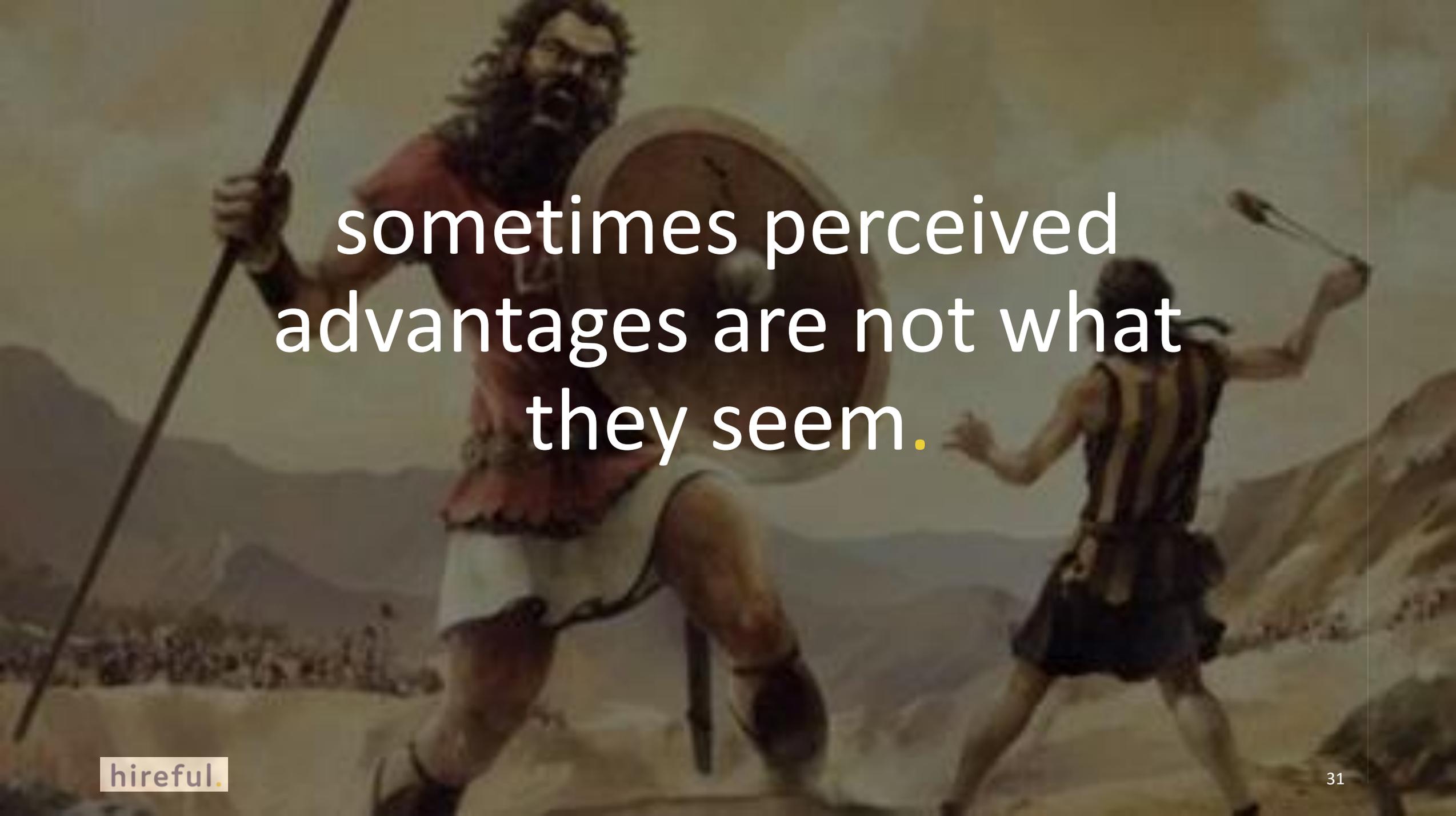
O2 PT Advisor

Why not take a look at our website and also check out what people are say

key takeaways.

- Jobseekers will give you a chance
- You need to help them find what they are looking for
- Add more photos or even better video to your careers site/page
- Provide evidence you are a good employer

the advantages you have over Google
(seriously there are some)

A painting depicting a battle scene in a desert landscape. On the left, a warrior with a long, dark beard and hair, wearing a red tunic and white loincloth, stands with a large, round, brown shield and a long spear. On the right, another warrior in a dark, striped tunic and dark loincloth is seen from the back, holding a spear. The background shows a hazy, mountainous desert landscape under a pale sky.

sometimes perceived
advantages are not what
they seem.

transparency.

LEAP FEATURES ▾ WHY LEAP ▾ TESTIMONIALS WHITE PAPERS COMPANION PRODUCTS CONTACT **BROCHURE**

Careers at LEAP

If you want to work in a high performance team with a vibrant culture and opportunities to boost your career, we'd love to hear from you.

Our core values

- We care about what we do and the people we work with
- We continually improve to be the best
- We NEVER EVER give up!

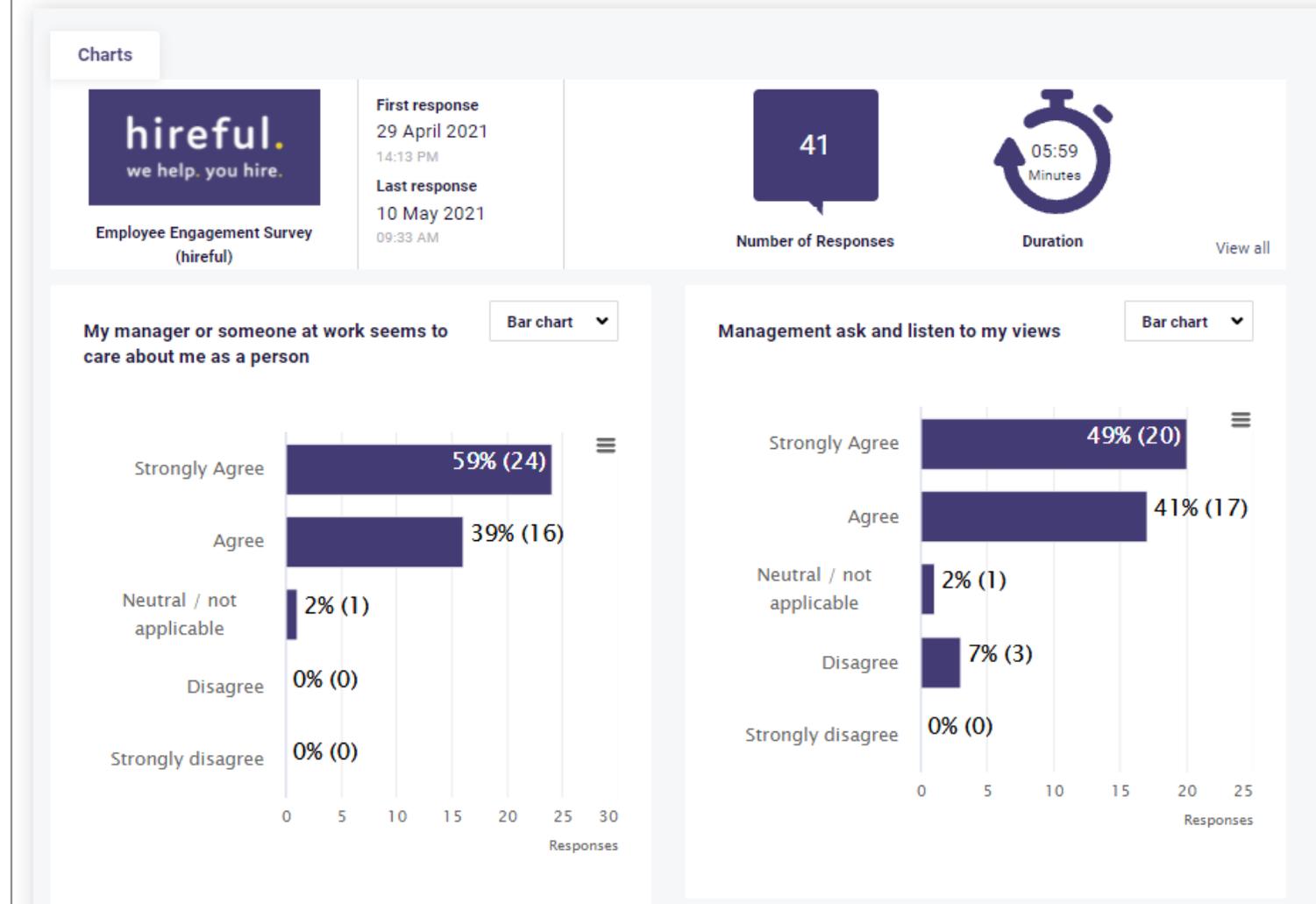
[SEE OUR EMPLOYEE ENGAGEMENT SURVEY](#)

LIFE AT LEAP

transparency.

We also pride ourselves on being as transparent as possible - after all, one of our core values is that we're always honest - which is why we publicly share all the results from our staff engagement survey.

The below results were from our April / May 2021 staff survey.



authenticity.

HONEST

BURGERS

OUR THREE PROMISES

We work hard every day to make sure you:

1. Have a product you're proud to serve.
2. Are part of a company you'd tell your mates to work for.
3. Are given the opportunity to learn and grow.

YOU BE YOU

We want you to be you. No uniform, tattoos are cool, your hairstyle is yours, not ours. Basically, we don't want to change who you are because we think the best hospitality comes from people who can be themselves and show customers their personality.



tell us what you really think!

As a business operating in markets all around the world, we believe diversity brings benefits for our customers, our business and our people. This is why HSBC is committed to being an inclusive employer and encourages applications from all suitably qualified applicants irrespective of ethnicity, religion, age, physical or mental disability/long term health condition, marital status, sexual orientation, gender identity, gender expression, genetic information (including characteristics and testing), military and veteran status, and any other characteristic protected by local law in the jurisdictions in which we operate. Within the work place you will have access to various employee resource groups which aim to promote and achieve a healthy work / life balance and support our diversity ambitions. HSBC has in place processes in order to avoid nepotism, which means to avoid creating circumstances in which the appearance or possibility of conflicts of interest may exist within the hiring process.

tell us what you really think!

Business Development Associate. UK-based for European Market

PriceBeam
Home Based
Remote

[Apply on company site](#)



The job can be done remotely. You will receive on-the-job training in marketing and sales while also gaining in-depth knowledge of pricing and strategy.

The ideal candidate is:

- At least 2 years experience from sales or business development role, ideally from SaaS or other online business to business.
- International background and perspective.
- Strong listening skills and excellent customer engagement.
- Technologically proficient
- CRM experience is a plus
- Hard-working, professional with strong analytical and business skills and real motivation to perform in sales and marketing.
- Languages: English fluently, both in writing and verbally and written. French at full professional proficiency is strong plus too (Spanish and other European languages are also considered).

The successful candidate will be rewarded with a competitive package and the opportunity for personal and professional development within the company.

If you are looking for an exciting new career in a progressive environment, apply now. Candidates must be eligible to live and work in the UK and be willing and able to travel internationally as required.

Recruitment agencies are requested not to contact us.

PriceBeam is an Equal Opportunities employer.

Learner Experience Manager- Fastfutures

Avado ★★★★★ 4 reviews

Home Based
Remote
Contract

[Apply on company site](#)



Avado learning days

Wellness and fitness (Mindfulness and yoga)

A home in our growing, ambitious team, whose sharp focus is growing the future skills of the workplace;

The opportunity to truly own and be responsible for making great things happen, making a real difference and working with some of the world's leading brands;

A fast and furious, exciting place to be with real challenge and a meaningful opportunity

And we're highly inclusive....

Avado is one of those rare places where anyone from anywhere with any background or experience is free to come and do their very best work. We believe in the diversity of thought, as that's what helps us help our customers and learners – whether investing in their own development, or having their employer invest for them. Equality, diversity and inclusion are values that are critical to our success; come and see for yourself.

key takeaways.

- When they make an effort SUB1000 staff organisations are more likely to:
 - embrace real transparency
 - be truly authentic
 - easily tell their full employer story

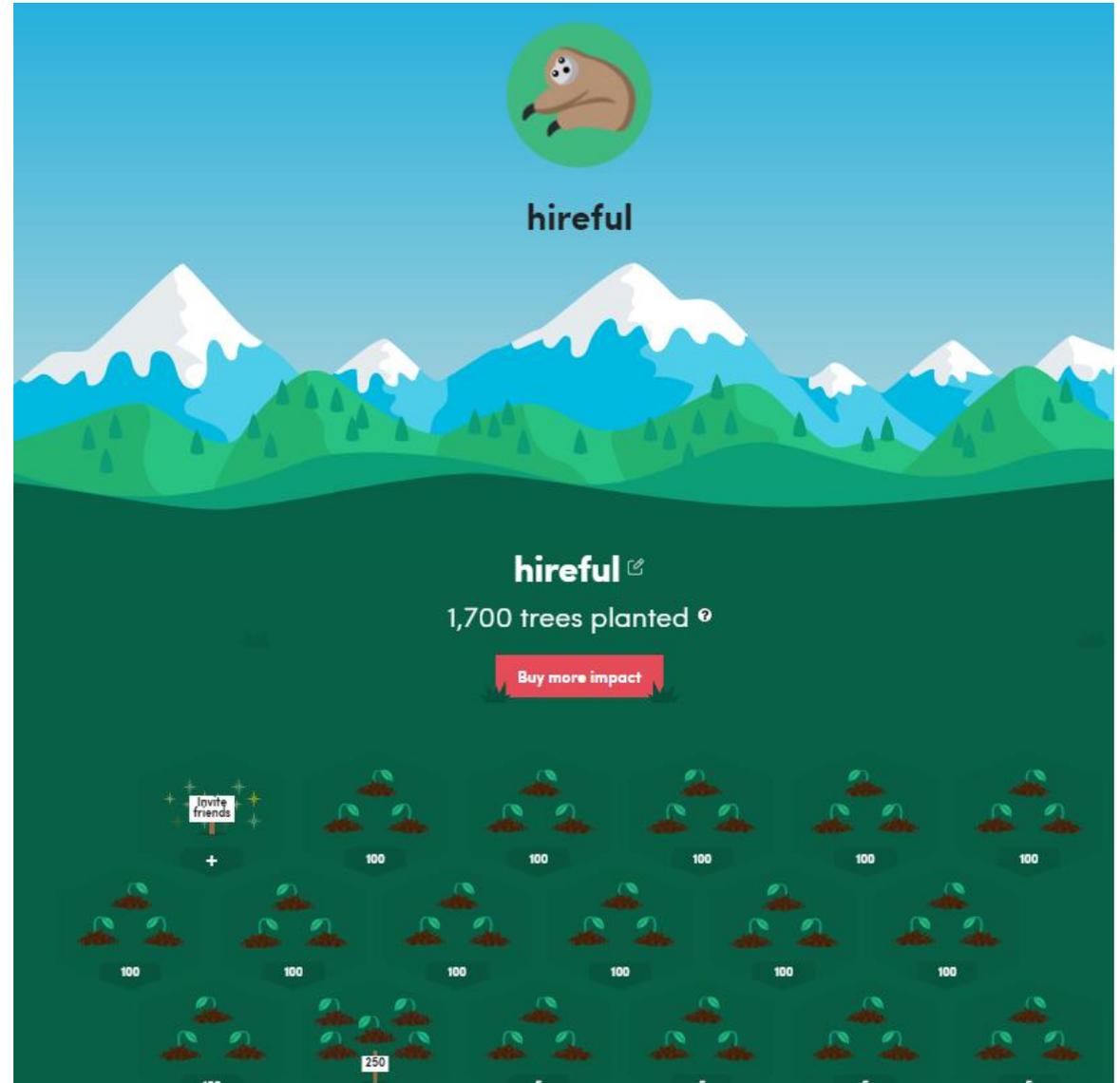
final thought...



hireful's digital forest

- 1 real tree planted for every webinar registration
- 2022 target of 10,000 trees

www.ecologi.com/hireful



hireful.
we help. you hire.

any follow up questions just reach out...

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adrian@hireful.co.uk

<https://uk.linkedin.com/in/adrianmcdonagh> - *feel free to connect!*

appendix.

- Credibility Gap: <https://www.webershandwick.com/news/only-19-percent-of-employees-globally-report-their-experience-at-work-matches-their-organizations-employer-brand/>
- First Direct: <https://www1.firstdirect.com/careers/how-to-apply/our-recruitment-process/>
- Vimeo example: <https://vimeo.com/jobs>
- Candidate Experience Talent Board 2018 Report: <https://www.thetalentboard.org/report/>
- Leap Legal Software: <https://www.leap.co.uk/careers/>
- Raddison Red example: <https://www.caterer.com/job/bar-manager/radisson-red-job86697194>
- Honest Burgers: <https://www.honestburgers.co.uk/jobs/>
- lifeathireful: <https://twitter.com/lifeathireful>
- David and Goliath article: <https://www.inc.com/bill-murphy-jr/3-things-people-get-wrong-about-david-vs-goliath.html>
- Advert Copy Recording Notes:
<https://f.hubspotusercontent40.net/hubfs/6717646/how%20to%20create%20great%20advert%20copy%E2%80%A6%20by%20like%20using%20the%20good%20words%20and%20stuff.png>
- Advert Copy Webinar Recording: <https://hireful.vids.io/videos/069ddab01f1be8cf8f/how-to-write-good-advert-copy-by-like-using-the-good-words-and-stuff>