Talent Marketing Benchmarking for Big Companies

A survey by the Talent Marketing Board, the community for employer brand and recruitment marketing leaders at the world's biggest companies

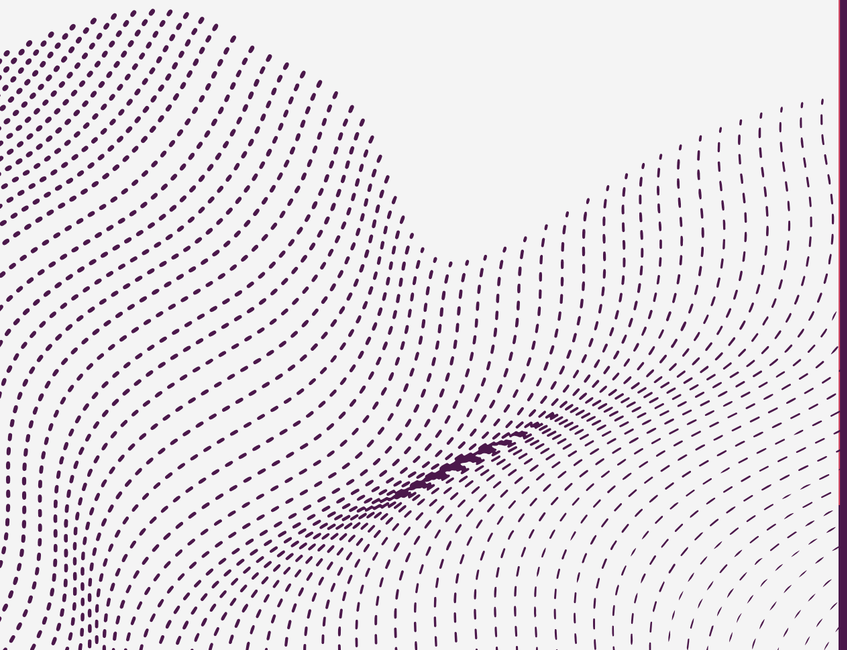
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Overview

Survey overview



Acknowledgements

We'd like to thank the Talent Marketing Board member companies that contributed to this informal survey –– nearly 60 companies are represented in this data.

Background

While the Talent Marketing Board is not a research organization, we've heard our members' requests to gather more data within our community. Through this survey, our goal was to create an informal opportunity for companies to gauge aspects of their talent marketing maturity in comparison to peers in this space. This is the first benchmarking survey completed by the Talent Marketing Board.

Please note

A more detailed version of this survey was shared within our community. If you'd like to have access to the full, members-only version, consider becoming a member and joining our community of over 60 of the biggest companies in the world. To inquire about membership, please contact us at members@board.org.

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Talent Marketing Teams

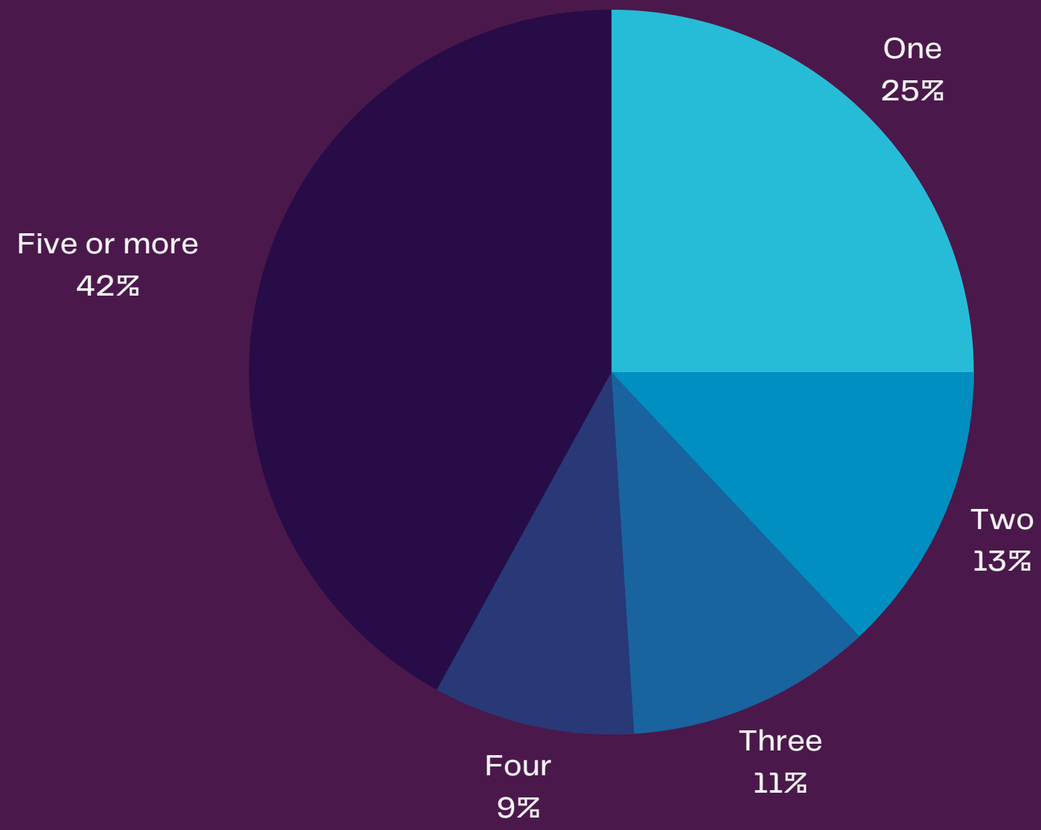
Number of full-time talent marketing employees

Key takeaway

From this data, we can see a significant divide between those with five or more dedicated headcount for talent marketing and those with only one.

Nearly half of our community is operating with five or more headcount dedicated to talent marketing.

Number of full-time talent marketing employees per company



The members-only version of this report contains a deeper analysis of talent marketing full-time employees by industry and company size.

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Job titles

Key takeaways

In all, 138 different titles were captured among the member companies that participated in this survey. **The 5 most common titles were:**

1. Recruitment Marketing Manager
2. Talent Marketing Manager
3. Recruitment Marketing Specialist
4. Employer Brand Manager
5. Director of Talent Acquisition

Word cloud representing the most common phrases in talent marketing titles submitted in the survey



The members-only version of this report contains a full list of all 138 titles captured -- including a deeper analysis of talent marketing team titles.

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Anticipated hires in 2022

Key takeaway

Nearly **one-third of member companies anticipate making more than 10,000 hires** throughout all of 2022.

Total anticipated hires for all of 2022



The members-only version of this report contains a deeper analysis of total hires by industry.

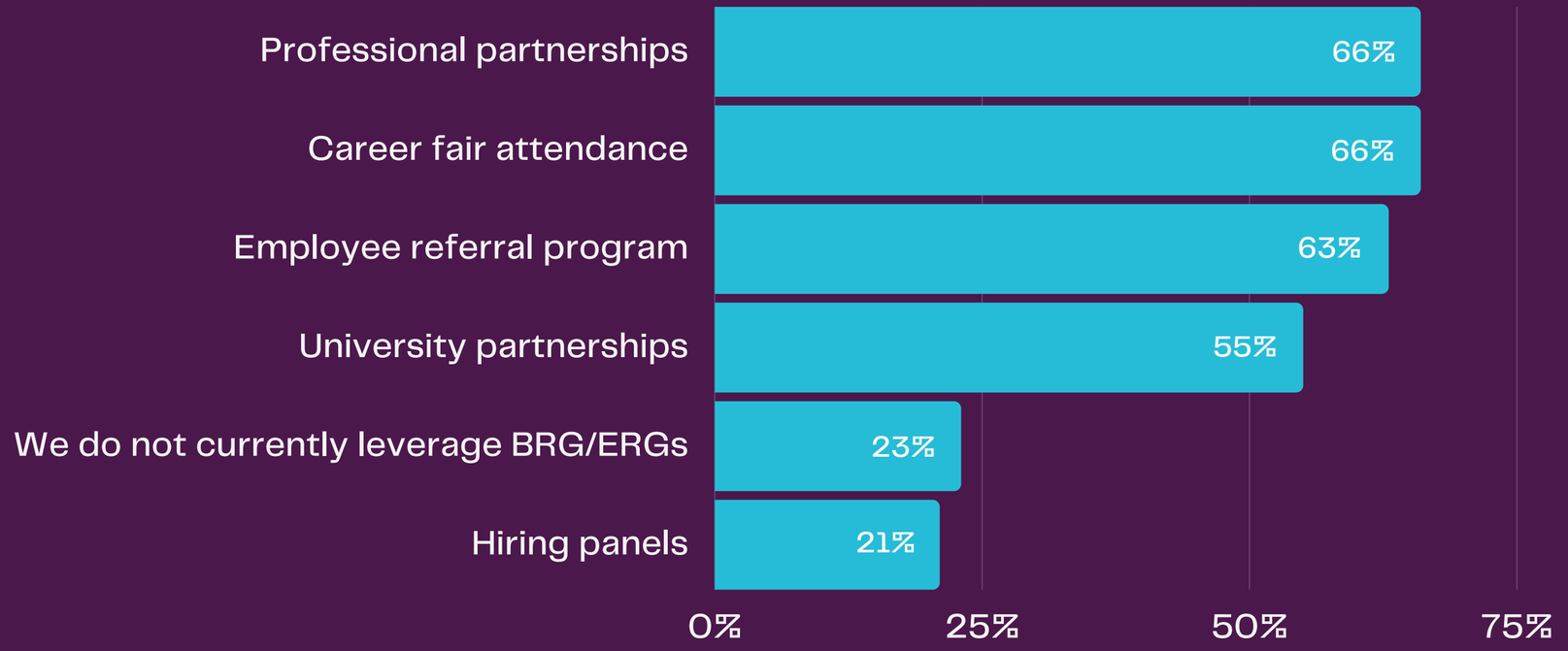
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Leveraging BRG/ERGs to hire talent

Key takeaway

The top two ways talent marketing teams are leveraging BRG/ERGs are **career fair attendance** and **professional partnerships** (SHPE, SWE, NSBE, etc.).

How do you leverage BRG/ERGs (Business/Employee Resource Groups) to hire talent?



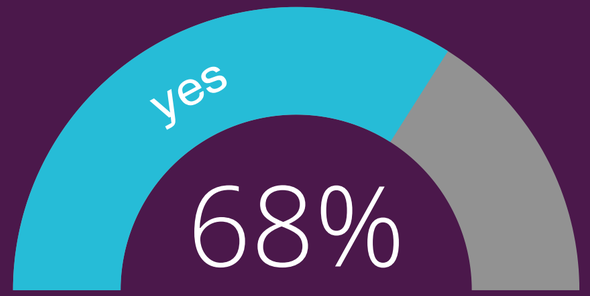
The members-only version of this report contains seven additional methods for leveraging BRG/ERGs by talent marketing teams.

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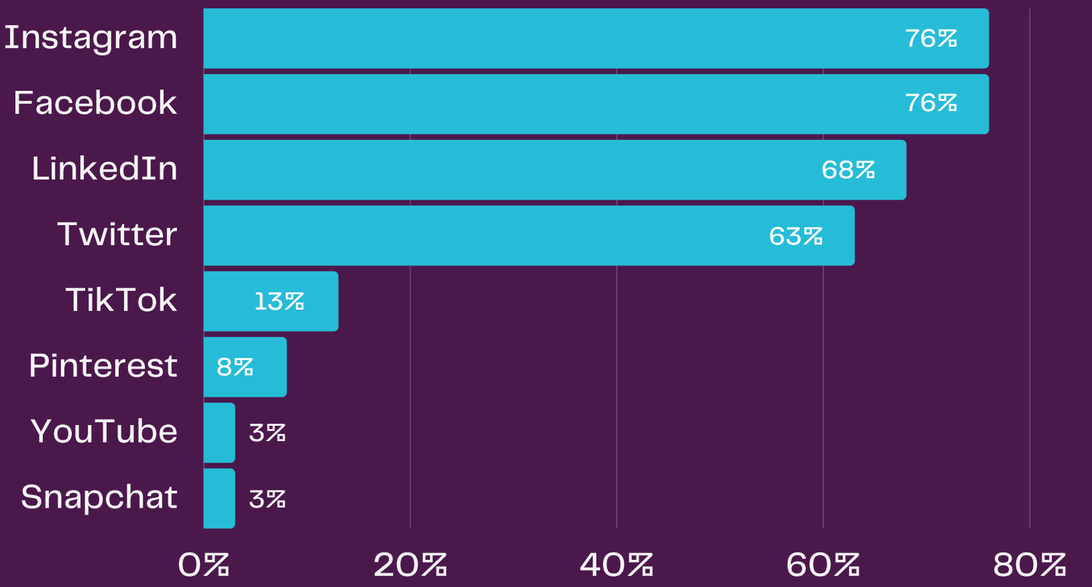
Career-specific social media accounts

Key takeaway
The top two social media channels for talent marketing are **Facebook** and **Instagram**.

Does your company maintain career-specific social media accounts?



Of the 68% of member companies leveraging career-specific social media accounts, here is a breakdown of their presence across channels:



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Budget

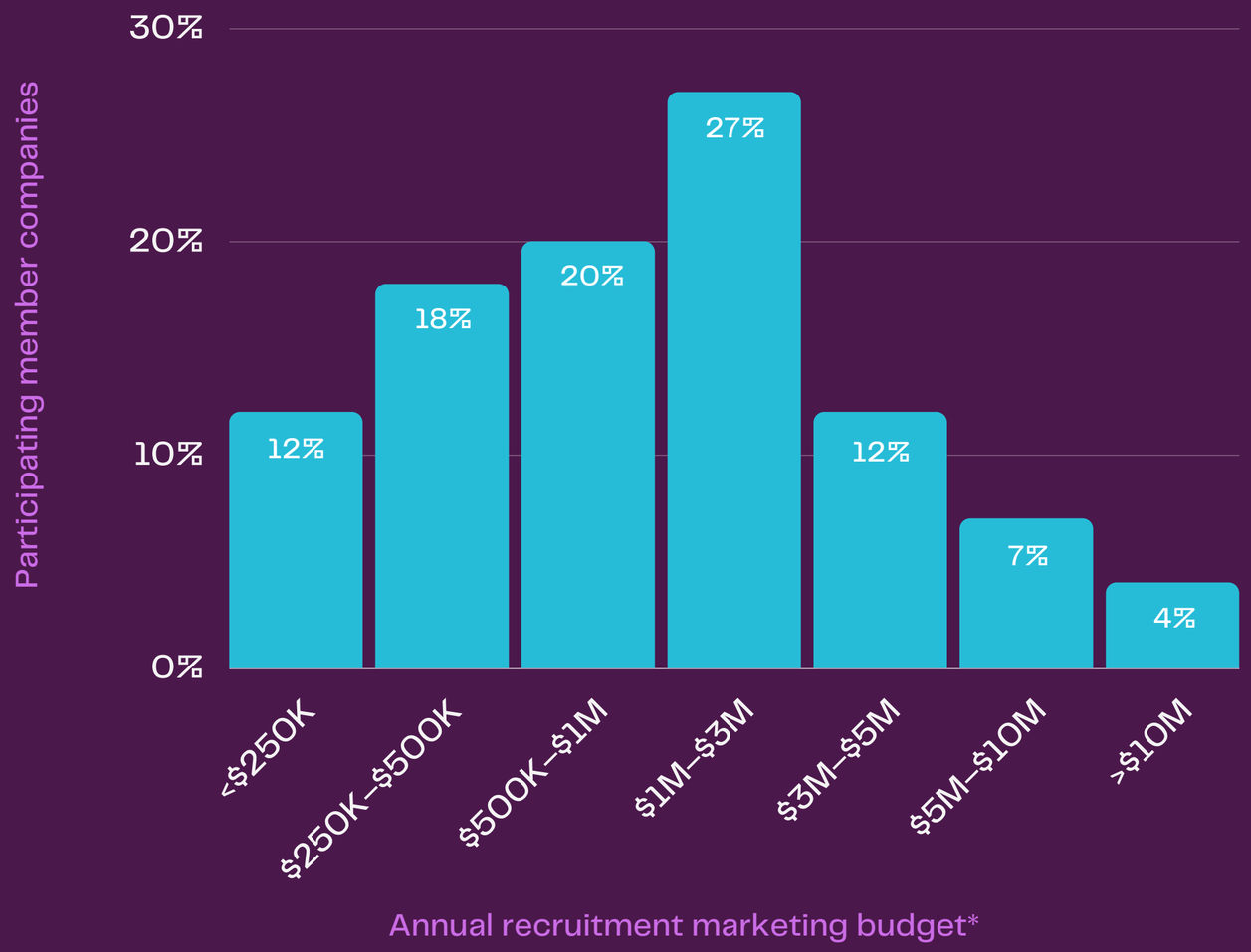
Annual budget*

Key takeaway

Of the member companies that participated in this survey, **50% have an annual recruitment marketing budget of $1M or greater.**

***Note**: This figure excludes salaries and compensation. This figure includes partnerships to attract talent, career site costs, recruitment marketing agency costs, paid media and campaign costs, etc.

What is your annual recruitment marketing budget?



The members-only version of this report contains a deeper analysis of recruitment marketing budgets by industry and company size.

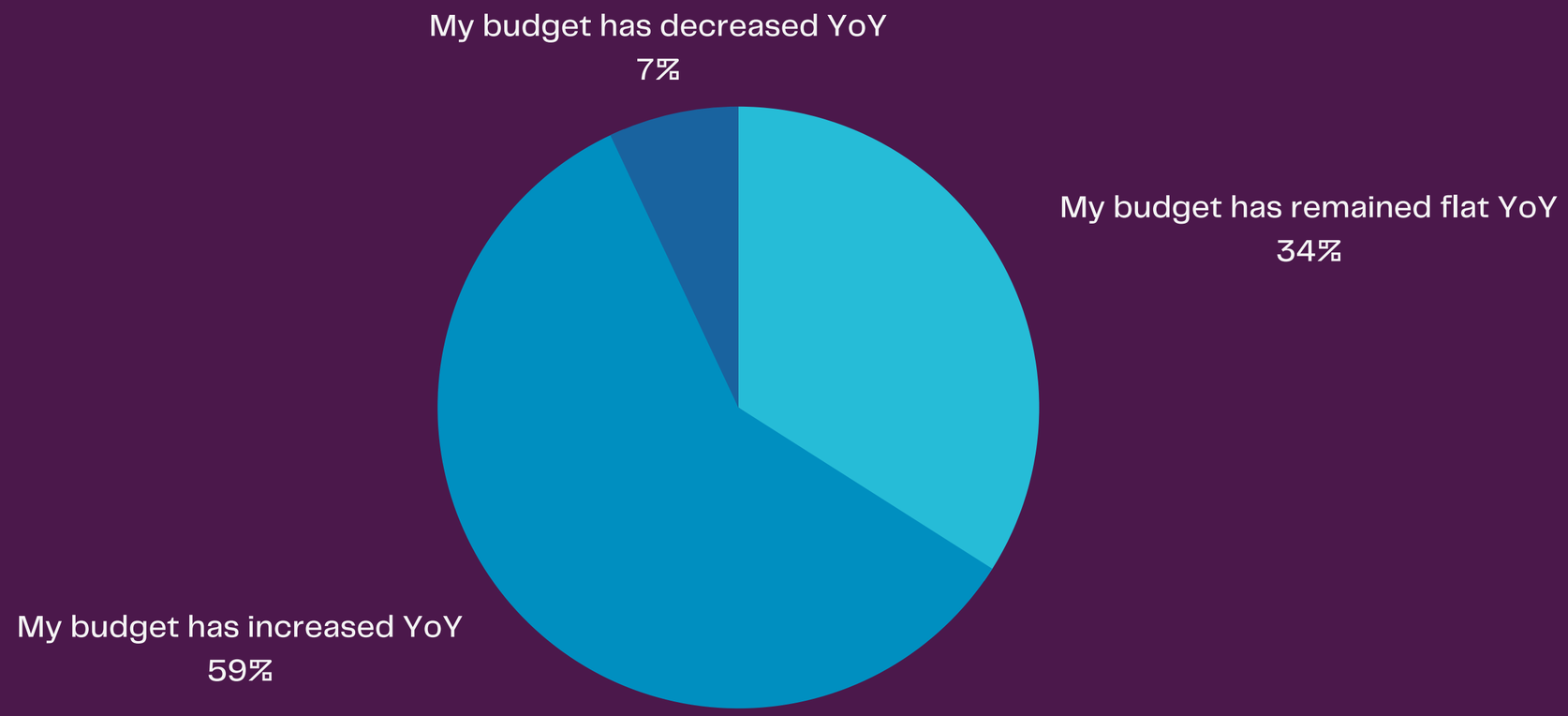
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YoY budget fluctuation since March 2020

Key takeaway

More than half of talent marketing budgets have increased year over year since the pandemic began.

Since the pandemic began, has your talent marketing budget increased, decreased, or remained flat YoY?



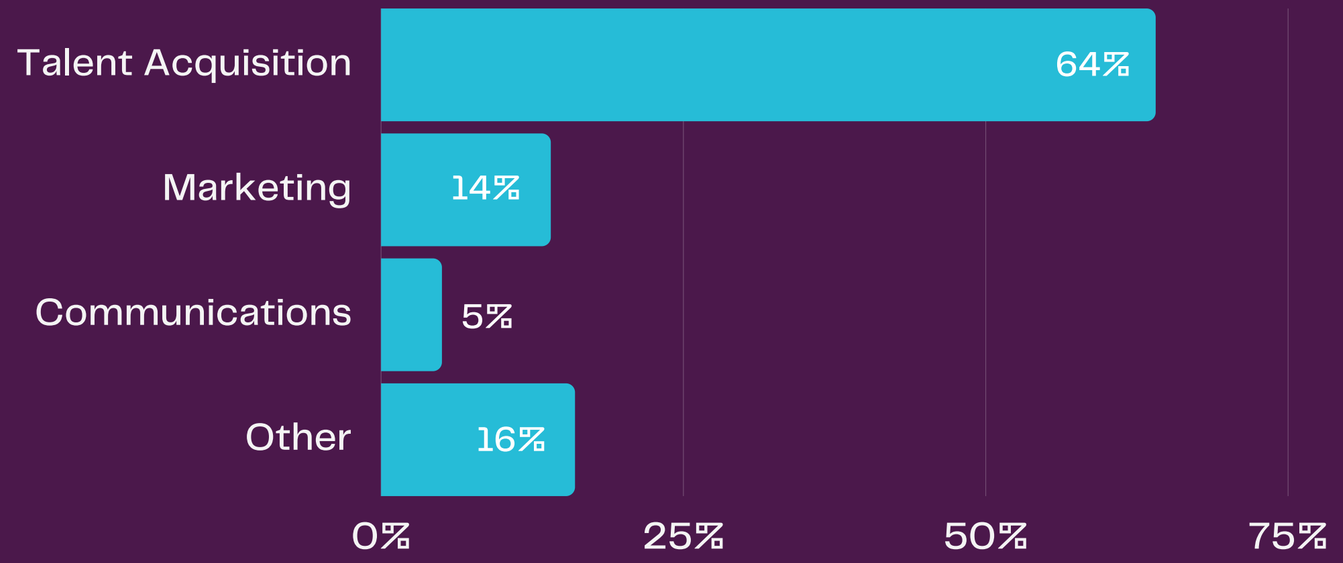
The members-only version of this report contains a deeper analysis of budget fluctuation by industry.

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Department with budget authority

Key takeaway
At nearly two-thirds of companies surveyed, **Talent Acquisition has the primary responsibility and budget authority** over talent marketing strategy.

Which department has primary responsibility and budget authority for your talent marketing strategy?



The members-only version of this report contains a short list of 'other' internal budget authority designations.

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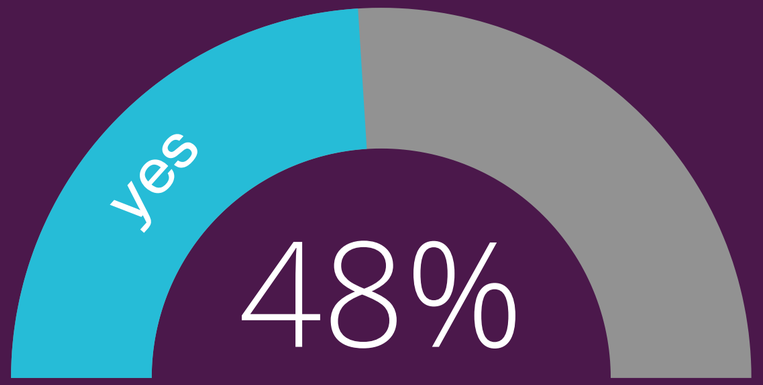
Emerging Marketing Strategies

Budget allocation for emerging marketing strategies

Key takeaway

48% of member companies are currently allocating budget or resources to exploring emerging marketing strategies (e.g. TikTok, streaming services, etc.).

Are you currently allocating any budget or resources to exploring emerging talent marketing strategies?



The members-only version of this report contains a full list and deeper analysis of emerging talent marketing strategies being explored by member companies.

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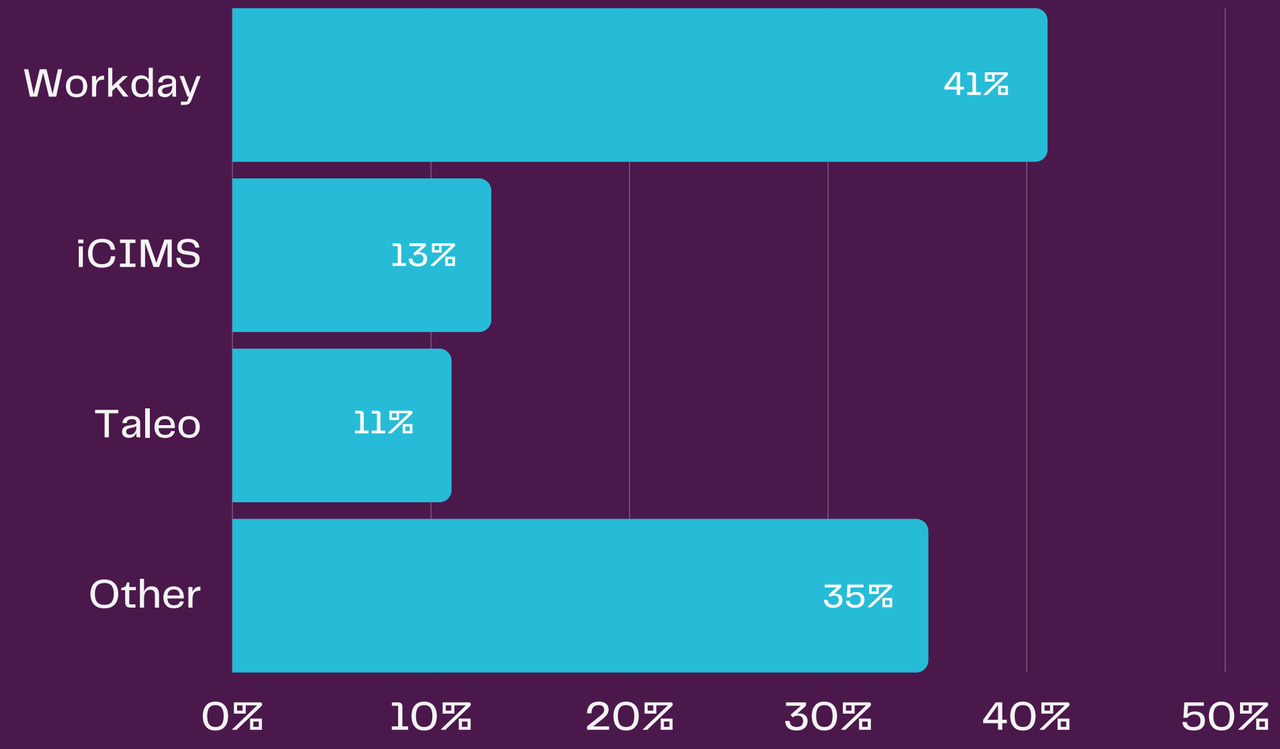
Talent Marketing Tech Stack

Applicant tracking system (ATS)

Key takeaway

Among member companies, the top three systems for applicant tracking are **Workday**, **iCIMS**, and **Taleo**.

What ATS does your talent marketing team use?



The members-only version of this report contains a full list of all the ATS platforms mentioned by member companies in the survey.

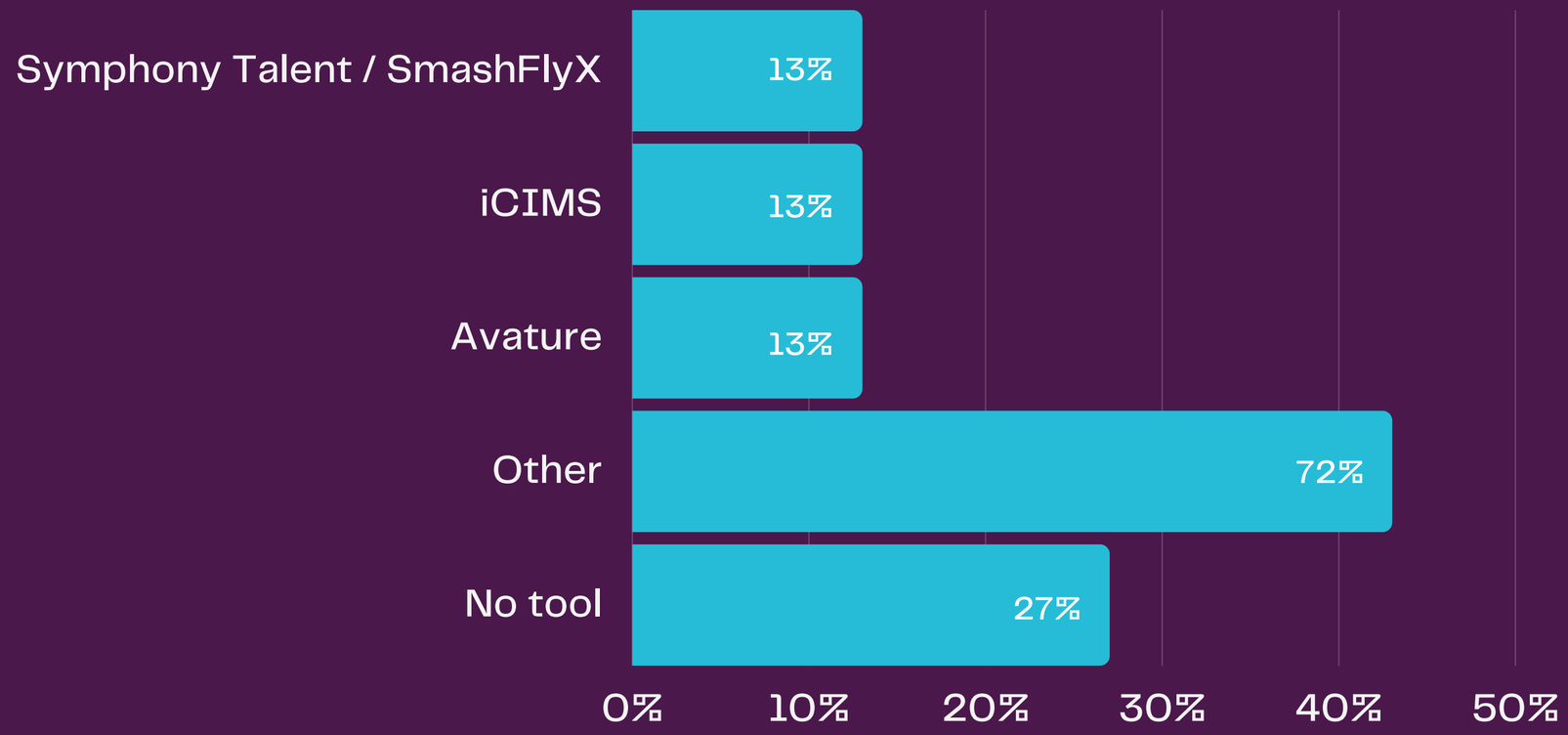
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Candidate relationship management (CRM)

Key takeaway

Nearly **one-third of member companies do not use a CRM tool**. Of those that do use a CRM for talent marketing, the top three tools are: **Symphony Talent / SmashFlyX**, **iCIMS**, and **Avature**.

What CRM does your talent marketing team use?



The members-only version of this report contains a full list of all the CRM platforms mentioned by member companies in the survey.

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Agency Assistance

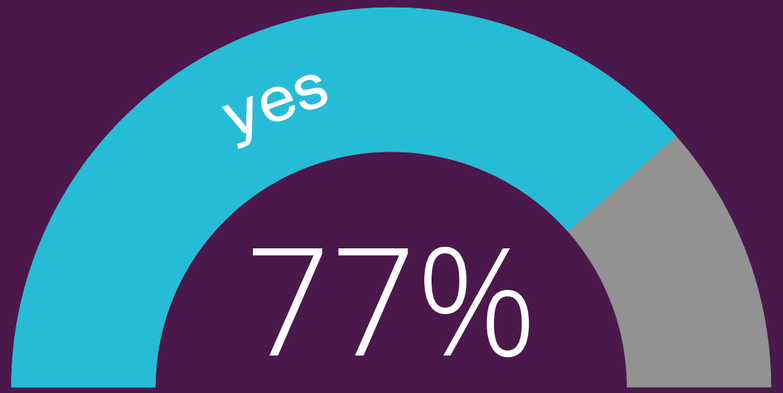
Agency assistance & functional ownership

Key takeaways

Of the members that outsource talent marketing to agency partners, **90% outsource more than one talent marketing function to agencies**.

Of the member companies that are leveraging agency assistance, **86% outsource programmatic job advertising**.

Does an outside agency assist with talent marketing?



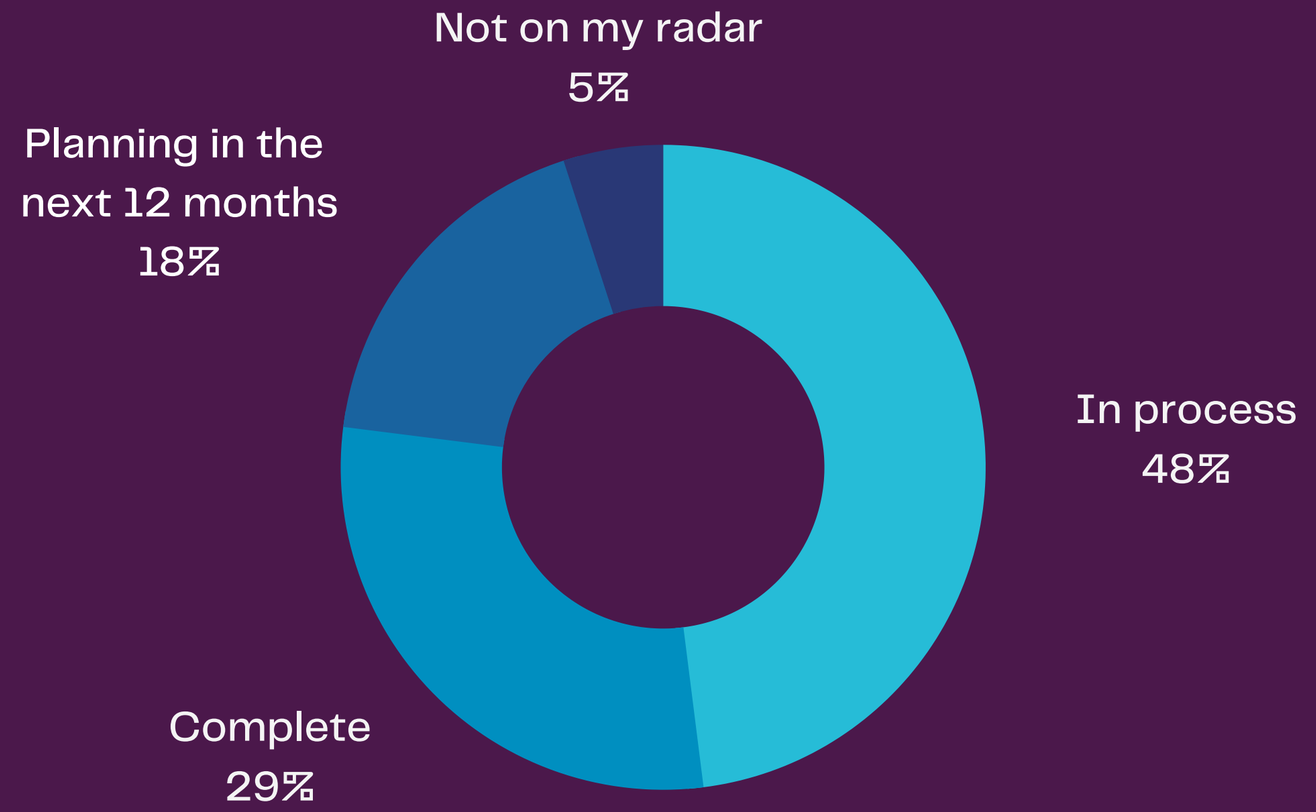
The members-only version of this report contains a deeper analysis into which talent marketing functions are outsourced by member companies, along with names of agencies used.

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Employer Brand and EVP Status

Employee value proposition status

How would you categorize your current EVP status (as of July 2022)?



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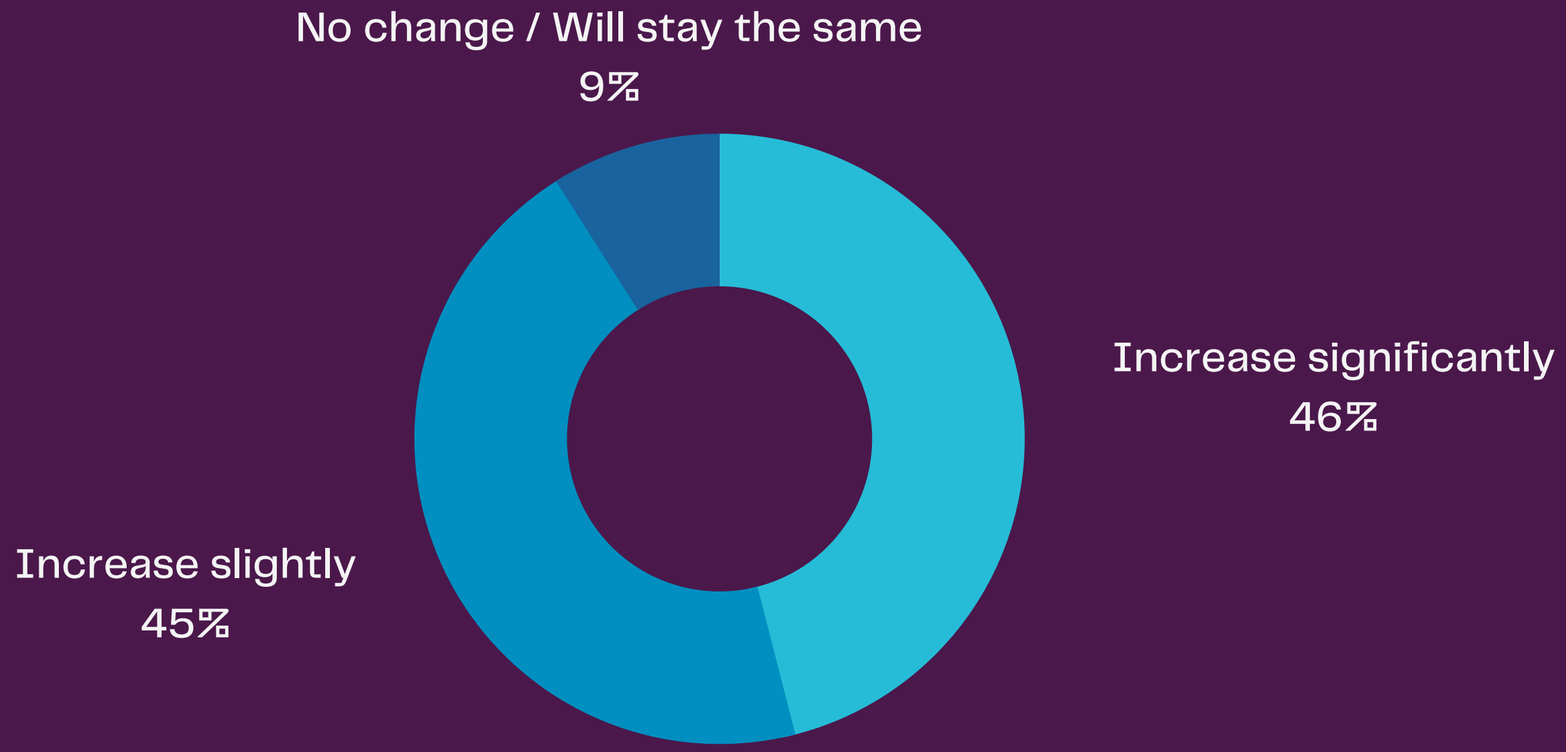
Employer brand status

Key takeaways

Of the member companies that participated in the survey, **0% indicated the attention paid to employer brand would decrease** in any capacity in the next year.

Over 90% of member companies anticipate that in the next year, **attention paid to employer brand strategy will increase** in some capacity -- either slightly or significantly.

In the next year, how do you anticipate the attention paid to employer brand strategy will change at your company?



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About the Talent Marketing Board

The confidential, vendor-free membership organization for people leading employer brand and recruitment marketing at the world's biggest companies.

The Talent Marketing Board delivers unbiased peer insights from a trusted community – led by expert advisors – that help talent leaders and their teams at big companies quickly make informed strategic decisions.

If you feel like your company would benefit from continuing the conversation around employer brand strategy, EVP development, and recruitment marketing in a vendor–free, facilitated environment, we encourage you to join us in the Talent Marketing Board.

Talent Marketing Board is a Board.org community, part of FiscalNote.

Learn more at board.org/talent.

