

Marketing & Human Resources: A People Partnership and Approach in the War for Talent

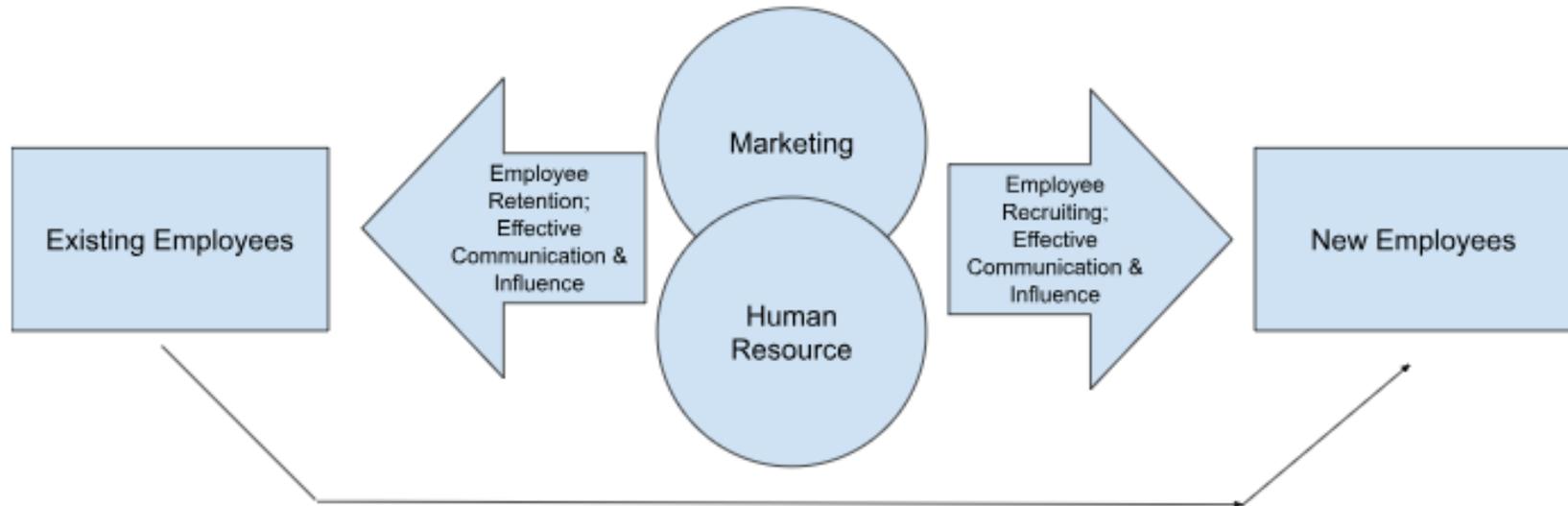


Tammy Brown, DBA



Chris Huseman, PhD

The Big Picture



Why Are Employees Quitting

Quiet Quitting

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- Quiet Quitting and the Great Resignation
- Loud Quitting

Statistics on Quiet Quitting

By the numbers

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Majority of the world's employees are "Quiet Quitting" or "Loud Quitting"



Thriving at work
(Engaged)



Quiet quitting
(Not engaged)



Loud quitting
(Actively disengaged)

Gallup Workplace, 2023

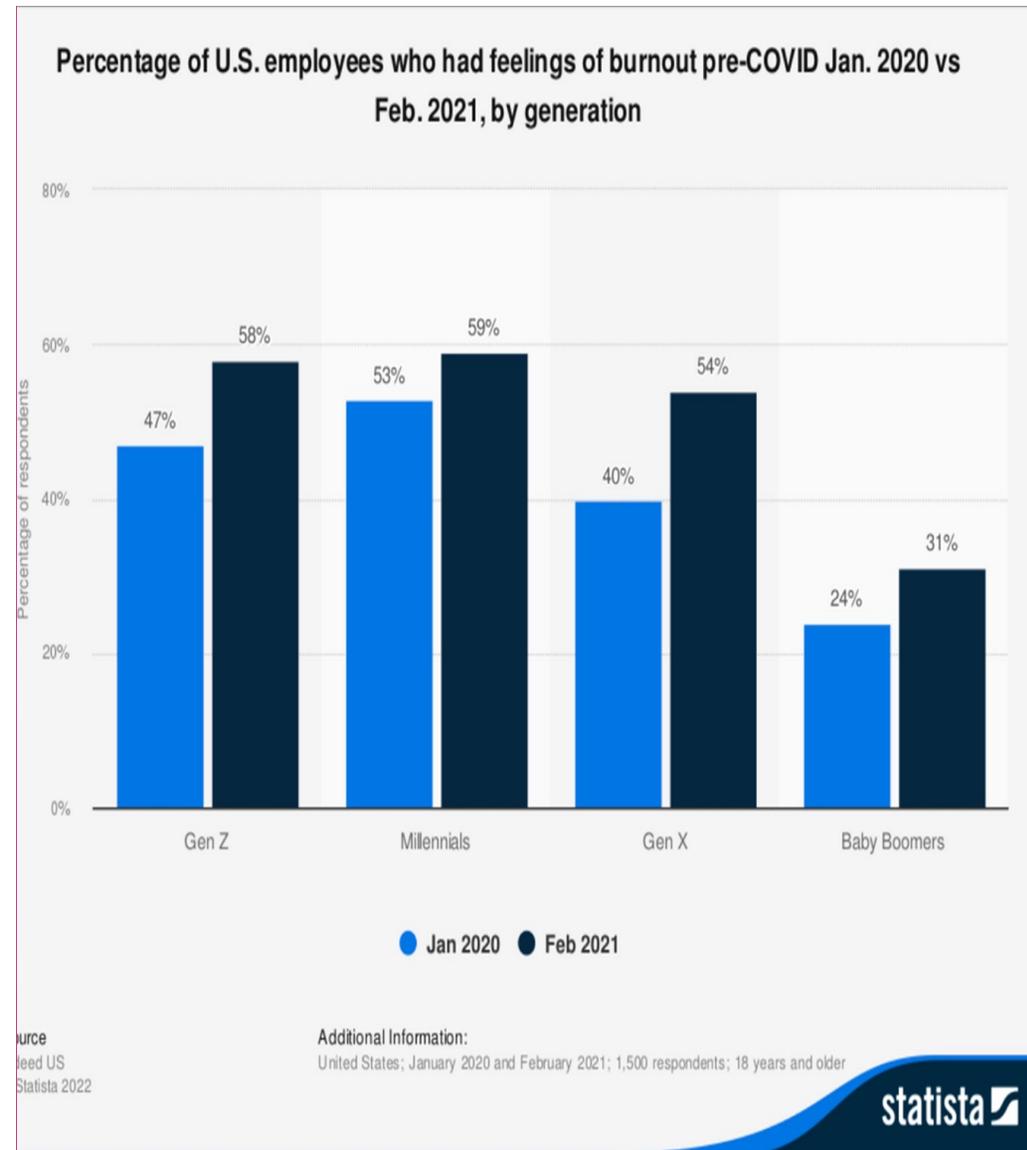
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GALLUP®

What Causes it?

Generational Differences

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How can HR prevent Quiet Quitting?

Tactics

- Setting expectations through the employee handbook
- Revisit job descriptions and perform job analysis
- Effective communication relating to performance management
- Cultural effectiveness and the role it plays in Quiet Quitting
- Re-engage hybrid and remote workers and create accountability
- Rewards and recognition

In steps marketing...

How can marketing help reduce quitting?

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How can marketing prevent quitting?



Set right level of expectations

Too high and too low are both bad



CRM

Use to manage employee touches/communications/interactions



Validation

Re-validate employee's work and employee's value



Internal Newsletter

The more they know the less they wonder.



Employee Spotlights

Creates familiarity



Check-ins

Via MS Team type live video calls or in person visits

New Employees

How do we attract the right talent?

What does the “right” talent look like?

How often are HR and marketing converging to develop the right strategy in their hiring of talent?

Internal Recruiting

HR Style

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- Internal Job Posting
- Nomination by manager
- HRIS tracking
- Succession Planning

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Internal Recruiting

Marketing Style

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- Social media take-overs?
 - If this scares you then there is a deeper issue
- Net Promoter Score Tool to gauge employee
- Create internal brand advocates
 - sometimes a change of perspective is needed
- How do your internal retention goals compare with customer retention goals?

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External Recruiting

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External Recruiting

HR Style

- Identify potential markets
- Create specific messages
- Create activities to reach potential candidates
- Post job vacancy on website
- Manage employer brand and image

External Recruiting

Marketing Style

- Use of Google trends and keyword searches when creating job opening descriptions
- Landing pages for keyword phrases potentials hires are searching on (Ahrefs, SEMrush, etc.)
- Separate websites/landing pages for each department
- Online orientation component via YouTube videos
- Use actual employees - no stock photos!

Managing the candidate experience

Comparison with GEN Z

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Recruitment to selection- Logistics

- Resume/application submission streamlined
- Candidate communication- 52% of candidates are not responded to in a timely manner- SHRM (2023)
- Candidate logistics (follow-up)- 62% of candidates do not understand the applicant process- SHRM (2022)

Recruiting to selection- Generations

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- Boomers-
- X'rs
- Millennials
- Gen Z

Compelling qualities of recruiting Gen Z ²⁰²⁴

- Flexibility
- Mentorship
- Teamwork
- Diversity
- Mission-minded workplace
- Work-life balance
- Growth and Development

Action plan for creating synergy between marketing and HR

- HR would like to talk to you - Yikes!
- Appreciate the differences - HR vs. Marketing characteristics (analytical vs creative)
- Taking initiative
- Breaking down silos
- Purposeful dialogues
- Understand the scope and strategy between the two departments

2024

Action plan for creating synergy between marketing and HR- Marketing

2024

3 things to do today (or soon)

- Schedule a meeting with your CMO, VP, or Director of Marketing and start a conversation (don't conquer the world, just start a conversation)
- Remember, you don't have to see eye to eye to stand shoulder to shoulder in the war for talent
 - Help me, help you!
 - Create 10 ideas marketing could help you with in the next 30 days
- Identify one department and the highest priority initiative that marketing could help you with today

Action plan for creating synergy between marketing and HR

- HR

2024

3 things to do today (or soon)

- HR Manager to ask for input from the Director of Marketing to gain insight into the world of marketing
- Create a market branding process that includes a synergistic collaboration
- Create an open-door policy to implement ideas from the marketing department

Conclusion

If retaining top/right talent isn't part of the strategy, why bother?

If we are marketing correctly, Gen Z will be able to see themselves as long term contributors to the overall story of the company.

This then will reduce the war on talent by creating a successful partnership for long term success.

THANK YOU!

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