

DirectEmployers

# Housekeeping Tips

- ✓ If you have Webex issues, email ***Kacie@DirectEmployers.org***
- ✓ If you are having trouble with the audio broadcast on your computer, you may call in by phone. Click the "Request Phone" button on the event panel.
- ✓ All participants will be muted. Questions can be asked using the Q&A and Chat sections of Webex and read aloud at the end. Please send your questions to "All Panelists"
- ✓ Today's webinar is being recorded and will be available in Connect (a social community for Members only). Access it at [community.directemployers.org](https://community.directemployers.org)

***And last but not least.....***

**Use #DEchat to tweet during the event!**

# VETERAN EMPLOYMENT BRANDING...

Yes, they are candidates, too!



WEDNESDAY, NOVEMBER 15  
14 HUNDRED HOURS (EST)

Wednesday, November 15th 2017  
2:00 – 2:30 PM EDT

Presented by  
DirectEmployers Association

DirectEmployers Association  
Zach Logan, Digital Strategist

# Agenda

- Introduction
- Why Hire Veterans
- Obstacles Companies Have Hiring Vets
- Obstacles Veterans Have Finding Employment
- Employment Branding... The Key to Overcoming Those Obstacles
- What Can You Do
- Conclusion
- Questions







As a Member-owned and managed consortium of talent acquisition and OFCCP compliance professionals, we cultivate labor market efficiencies and reduce online recruitment costs for employers.



Zach Logan, Digital Strategist  
[zach@directemployers.org](mailto:zach@directemployers.org)  
(317) 874-9095



<https://directemployers.org>

**Peace of Mind - Purpose Driven Reach - Personalized Support**

# Introduction

- Veteran unemployment rate is lower than civilian
- Continuing to go down
- What can *you* do to help increase your veteran hiring?



# Why Hire Veterans

- Strong leadership skill set
- Need for security clearance
- Tax credits



# Obstacles Companies Have Hiring Veterans

- Struggle to find veteran candidates
- Future deployments
- Delay in availability





# Obstacles Veterans Have Finding Employment

- Translating service to civilian work experience
- Gaps in jobs or no work experience
- Lack of connections within civilian workplace
- Acclimation to company culture



# Employment Branding...

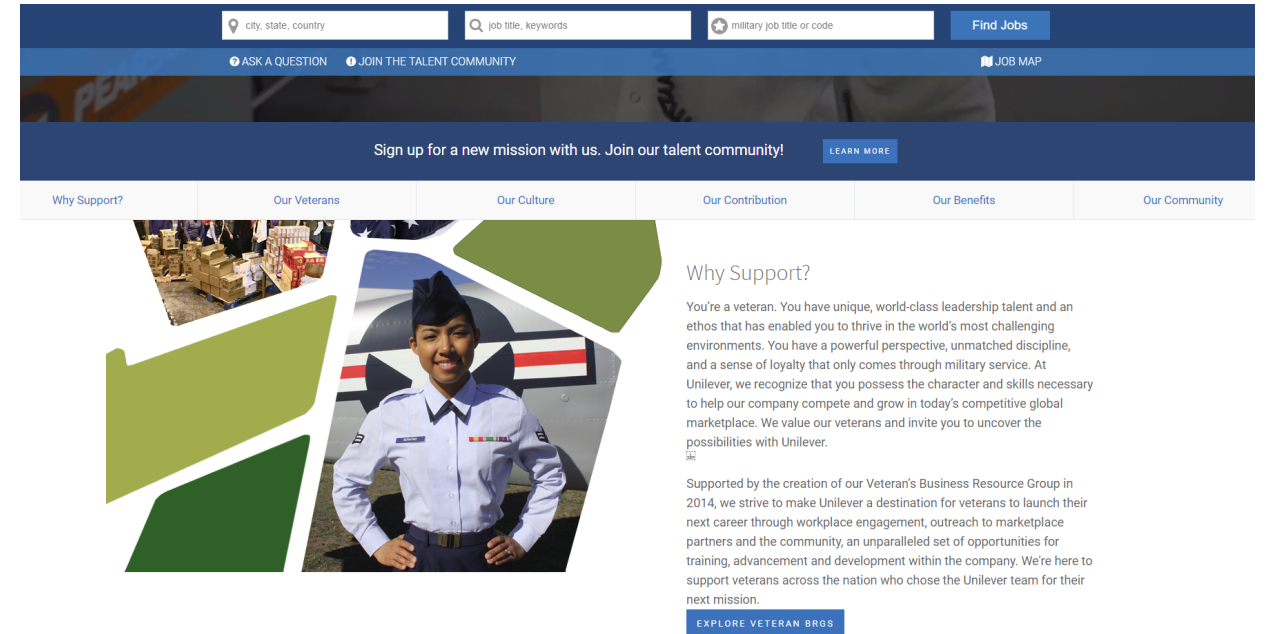
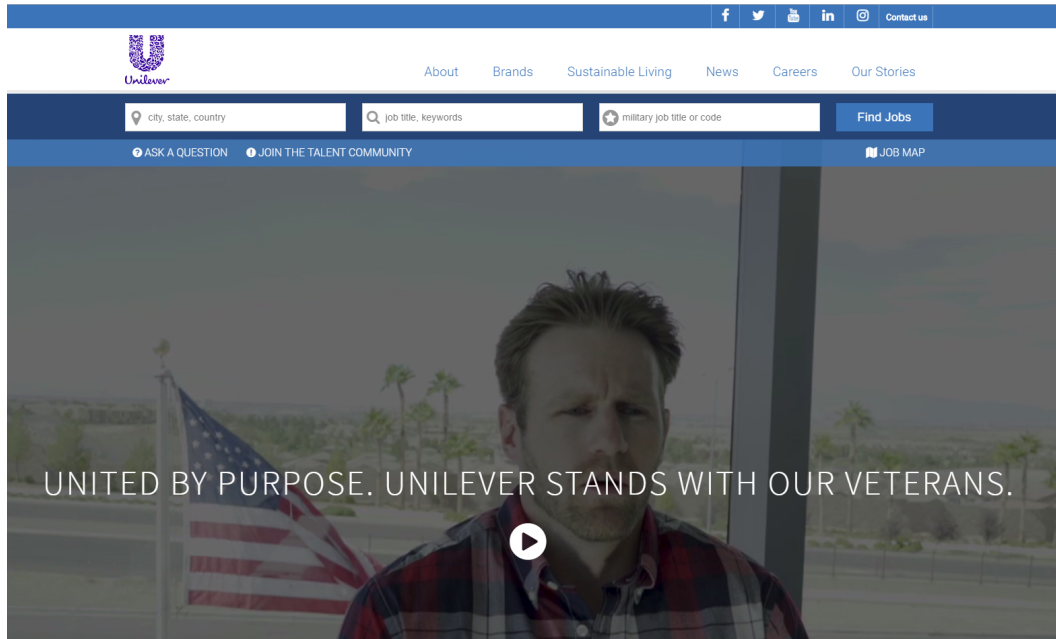
## The Key to Overcoming Those Obstacles

- Veterans are candidates, too!
- What story are you telling?
- Need to showcase what programs you offer, once aboard



# Employment Branding...

# Unilever





<https://unilever-veterans.jobs>

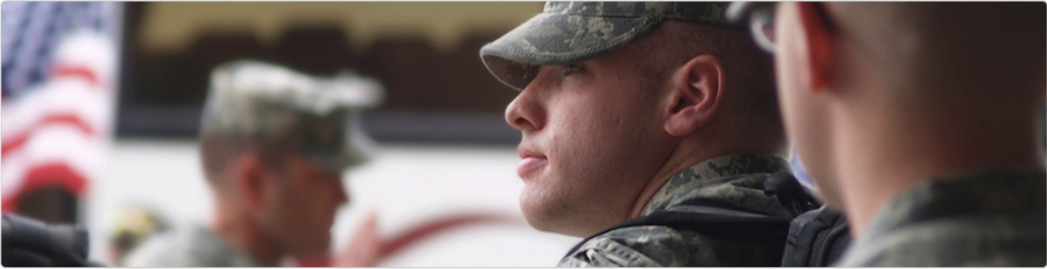
# Employment Branding... AT&T

<https://att-veterans.jobs>

[att.com](#) [att.jobs](#)

 Careers [Join the Talent Network](#) | [Featured Stories](#) | [Jobs Search & Apply](#) | Menu 

## MOS Translator



Job Title

Location

Military

job title, keywords

city, state, country

military job title or code

GO

View all Jobs

### Jobs

**Assoc Dir-Advanced Analytics**  
Alpharetta, Georgia

**Specialist, Work Center Technical Support**  
Cyberjaya, Malaysia

**Specialist, Work Center Technical Support**  
Bengaluru, India






**Part Time Retail Sales Consultant**  
Goodyear, Arizona

**Senior-Data Scientist**  
Alpharetta, Georgia


**Senior Manager, Media and Message Panning**  
El Segundo, California

**Part Time Retail Sales Consultant**

Share



Veterans  
Talent  
Network






# Employment Branding... AT&T

<https://att-veterans.jobs>

 Careers Join the Talent Network | Featured Stories | Jobs Search & Apply | Menu 

## MOS Translator



Job Title

job title, keywords

Location

city, state, country

Military

474

GO

View all Jobs

4740 - Installer and Repair (Navy - Advanced Integrated Voice Communication Network (IVCN) Maintenance Technician)

4741 - Installer and Repair (Navy - Basic Integrated Voice Communication Network (IVCN) Maintenance Technician)

4743 - Electronic Technician (Navy - Integrated Launch and Recovery Television Surveillance (ILARTS) System Maintenance Technician)

4745 - Precision Instrument and Equipment Repairers, All Other (Navy - Optical Landing System Technician)

4746 - Electronic Technician (Navy - Closed Circuit TV Technician)

4747 - Electronic Technician (Navy - Broadcast Engineering Technician)

4749 - Repairman (Navy - Physical Security Equipment Maintenance Technician)

2,494 Jobs

Assoc Dir-Advanced Analytics

Alpharetta, Georgia

Specialist, Work Center Technical Support

Cyberjaya, Malaysia

Specialist, Work Center Technical Support

Bengaluru, India

Part Time Retail Sales Consultant

Goodyear, Arizona

Senior-Data Scientist

Alpharetta, Georgia

Senior Manager, Media and Message Panning



El Segundo, California

Part Time Retail Sales Consultant


# Employment Branding... AT&T

<https://att-veterans.jobs>

[att.com](#) [att.jobs](#)

 Careers [Join the Talent Network](#) | [Featured Stories](#) | [Jobs Search & Apply](#) | Menu 

## MOS Translator



Job Title

job title, keywords

Location

city, state, country

Military

4740

GO

View all Jobs

### 39 Jobs

Telecom Construction Lineman  
Greenville, South Carolina

Telecom Construction Lineman  
Morrow, Georgia

Telecom Construction Lineman  
Norcross, Georgia






Telecom Construction Lineman  
Augusta, Georgia

Telecom Construction Lineman  
Orlando, Florida


Telecom Construction Lineman  
Orlando, Florida

Telecom Construction Lineman

Share

Veterans  
Talent  
Network



# Employment Branding...

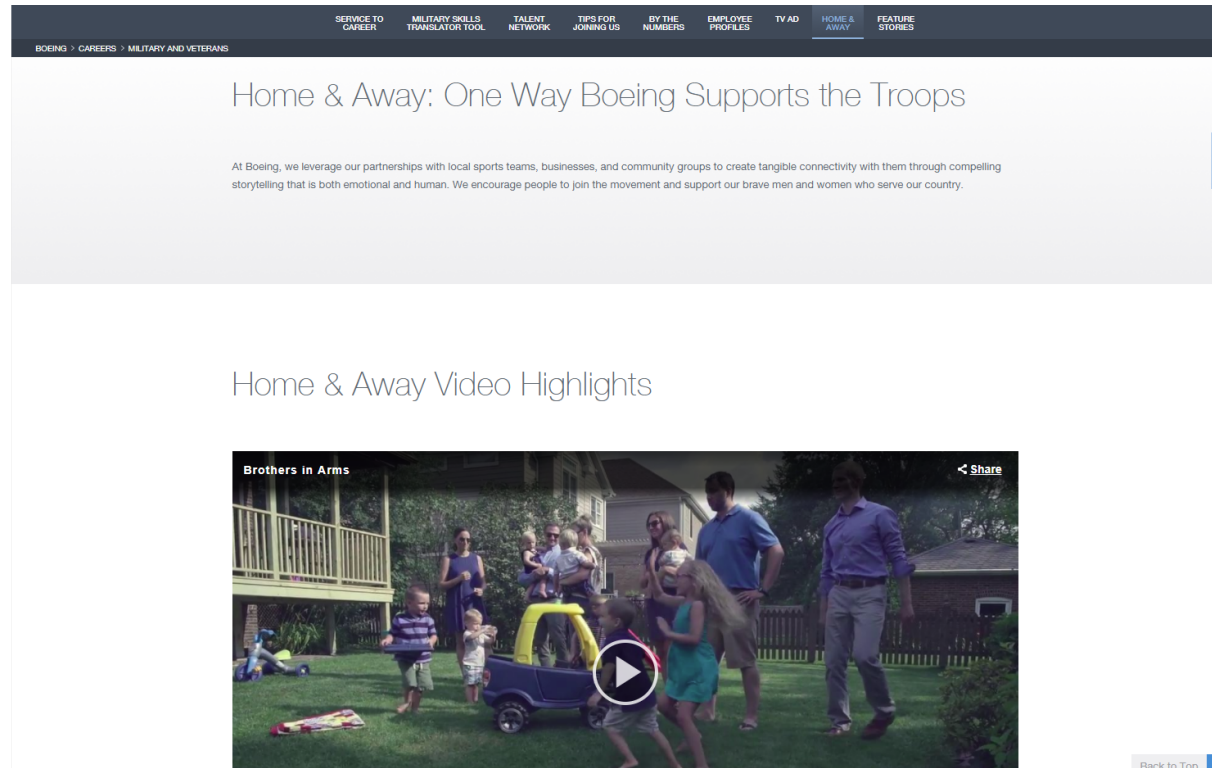
## Google



<https://www.google.com/doodles/veterans-day-2017>

# Employment Branding...

## Boeing



<http://www.boeing.com/careers/military-and-veterans>



# What Can You Do

- Tell an inviting story
- Train recruiters on what to look for
- Have programs to help retain
- ***CARE!***



# Conclusion

- Multi-faceted approach
- Have a plan of attack
- THANK YOU!!!



# Questions?



Zach Logan, Digital Strategist  
zach@directemployers.org  
(317) 874-9095