

COLUMN FIVE

## Employer Competitive Analysis Template

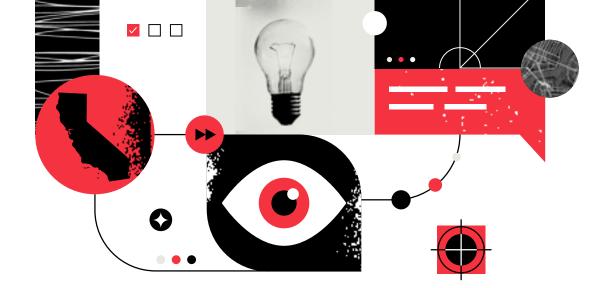
Audit your brand's competitors to find out how they're presenting themselves to potential employees—and how you can do it better.

For more details on using this template, see our

Guide to Complete an Employer Competitive Analysis.

	Competitor 1	Competitor 2	Competitor 3
Brand Name			
Employer Value Proposition			
Brand Heart (Purpose, Vision, Mission, Values)			
Website (About Us, Careers, Etc.)			
Brand Positioning			
Content & Messaging			
Content Formats (Video, Articles, Etc.)			
Benefits			

	Competitor 1	Competitor 2	Competitor 3
Locations			
Social Media Platforms			
Career Site Platforms			
Recruiting Channels			
Review Site Ratings (e.g., Glassdoor)			
Job Descriptions			
Job Ads			
Application Technology/User Experience			
Additional Observations			



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

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