

COLUMN FIVE

Employer Competitive Analysis Template

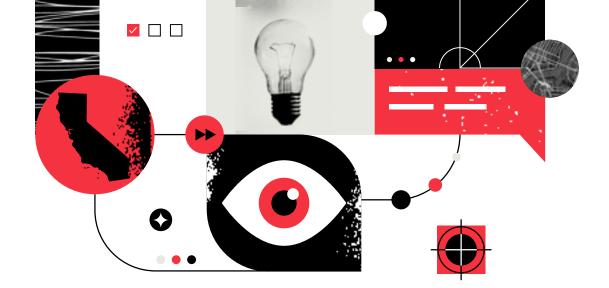
Audit your brand's competitors to find out how they're presenting themselves to potential employees—and how you can do it better.

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.

Learn more at <u>columnfivemedia.com</u>.

Created by



COLUMN FIVE