



# TSP STORYTELLER

## Overview

Need help defining or promoting why you're the premiere organization of choice for the best industry candidates? tspSTORYELLER is the antidote for your employer brand and talent marketing challenges. It is where creatives meet recruitment expertise!

tspSTORYTELLERS are brand artisans who inspire our clients to highlight key components of their employer brand story to drive talent marketing strategies, create brand champions, and become data storytellers. Through intentional campaign strategy, differentiated writing, graphic design, content creation and automation, enhanced careers and social sites, and more – we bring life to your mission and purpose, and why candidates should choose to work with you. Throughout all projects and execution, talent experience is top of mind.

tspSTORYTELLER is a differentiator for your recruitment process, positioning your brand as a brand that cares about candidates in a special way.



### Employer Value Proposition

We two have project-based programs to develop and define your EVP statement and messaging framework. EVP Prime is our robust 12-14 week R&D option with up to 2 employee focus groups. EVP Accelerator is our 6-8 week option with a customized employee survey. Included in both is an employer brand social media campaign.



### Brand Advocacy

Our Brand Ambassador Playbook instructs employees on the best advocacy and behaviors to promote your employer brand and jobs. It includes training, tools and repositories of useful and applicable content for your organization and team.



### Candidate Engagement Portal

Provide your candidates with the best interview experience with a customized and branded landing page that sells your EVP and opportunity plus consolidates critical recruitment communications.



### Employer Branding & Talent Marketing Consulting

You can fully outsource support from our team or for specific projects or goals. From LinkedIn management to a single campaign, reputation support or careers page strategy - we do it all, just tell us your need.