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BROCHURE DESIGN SAMPLES + CAMPAIGN MARKETING SUITE

Brochure Design:

1. Multilingual Recruitment Brochure
2. 5 Step Guide to Interview Prep

Campaign Marketing Suite

Purpose: Prepare multiple marketing material for online marketing campaigns

3. Brochure Design, Web Content and Social Media Channel Campaigns



BROCHURE DESIGN SAMPLES

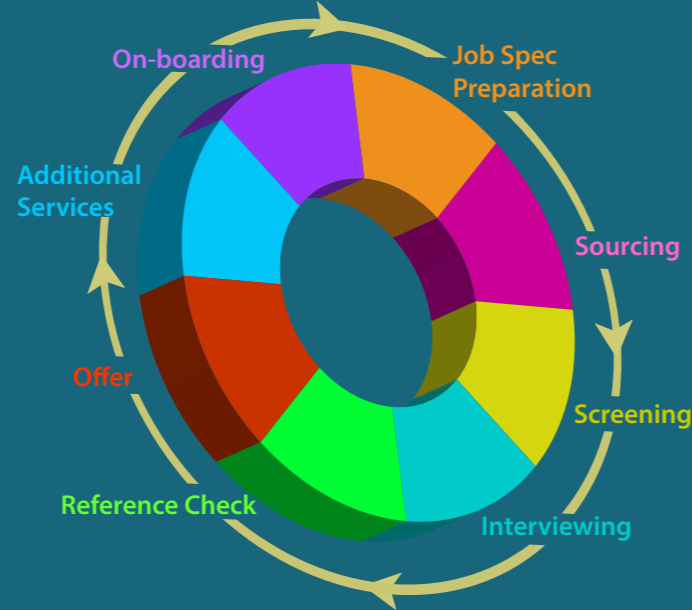
1. Multilingual Recruitment Brochure
2. 5 Step Guide to Interview Prep



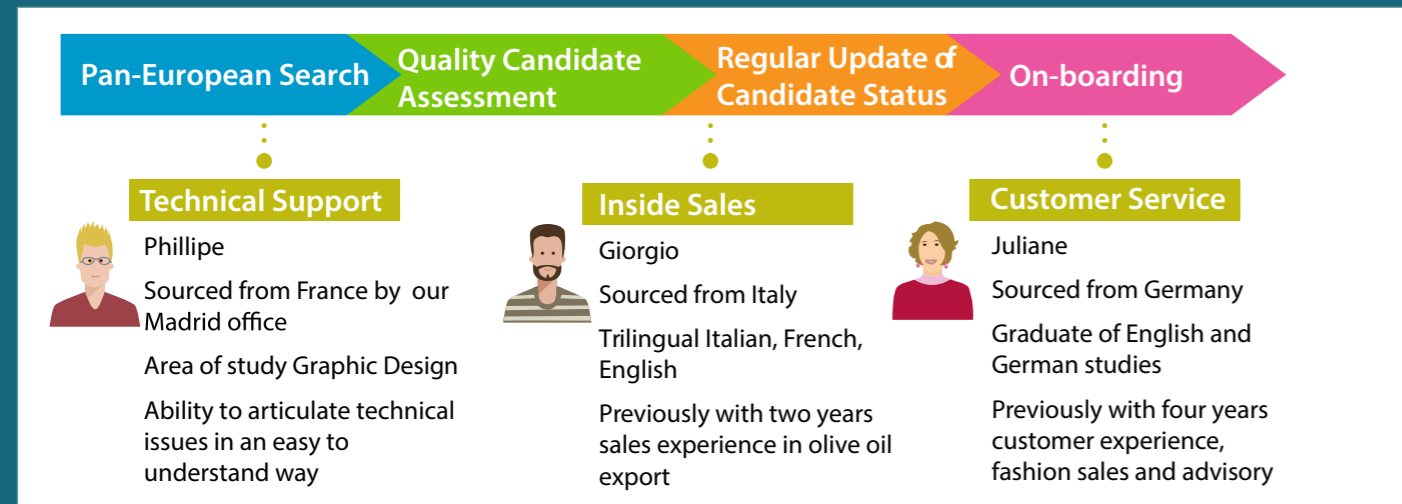
OVERVIEW

e-Frontiers was founded and is managed by people who have genuine, real life experience working across a range of industries. e-Frontiers offers an end to end professional recruitment service for roles at all levels. With over 12 years experience providing this service for permanent, contract and fixed term roles and with an open-book approach with clients and candidates we are uniquely positioned to partner with you.

OUR SERVICES



OUR PROCESS



BUSINESS AREAS



OUR TEAM

Four team members listed as Consultants with placeholder email addresses: Lorem ipsum dolor sit amet Consultant Loremipsum@dolor.com.

OUR REACH

CLIENTS WE WORK WITH

5 STEP GUIDE TO INTERVIEW PREPARATION

“FAIL TO PREPARE, PREPARE TO FAIL”

e-Frontiers highly recommends that you use the time prior to the interview wisely. It is essential that you prepare. Based on research, candidates who prepare well in advance of the interview, increase their chances of success by up to 30%. Regardless of the type of interview you are about to have; behavioural, experience or competency based, e-Frontiers recommends that you use the following 5 Step Approach to Interview Success.

1 COMPANY KNOWLEDGE

Write out 20 pieces of information about the company. Depending on the company (i.e. a Multi-national or a Stealth-mode Start-up), the information available will vary.

There are many resources for information such as their homepage, Google News, Silicon Republic, LinkedIn, etc. If you find it difficult to obtain information, this will allow you to start creating questions. You are guaranteed to be given the opportunity to ask questions about the company or role.

For Skype, Hangouts and phone interviews, you can have these points sitting in front of you.

If it is a face to face interview, re-read these points before it begins.

2 ABOUT YOU

Write out your experience where it correlates to the job description. What on your CV relates to this role. When asked to go through your experience or CV at the interview you should focus primarily on the correlations between your CV and the job description. Don't be too rigid though.

You are likely to possess skills and experience that go beyond the job description and can add even more value. Every employer is looking for further value. They know you can do this job. What sets you apart from the other candidates.

For competency-based interviews, correlate your experience to their competencies.

3 THE ROLE

Re-write the job description in your own words. What do you think this job is and what do you know about it? This will allow you to relate the role to your experience and skills.

5 STEP GUIDE TO INTERVIEW PREPARATION

4 MOTIVATION

Write down your motivations for this role. Why do you want this role? We suggest you aim for 10 motivations. Step 1, 2 and 3 should help guide these motivations. Motivations should never be financially related.

5 INTERVIEWERS PERCEPTION

The final step, the fly on the wall step. Write out in 5 – 10 lines what you want the interviewer(s) to say about you after the interview.

This will help guide, shape and direct your interview. It will be a framework for how you anticipate the interview going.

WHY YOU SHOULD PREPARE

- You will know the company inside out
- You will thoroughly understand the role
- The employer will understand your fit for the role much better
- The employer may be wowed or surprised by your level of preparation and detail.
- The employer will know that you are motivated for this.
- Preparation will increase your chances of success by up to 30%

OTHER AREAS TO ENSURE

If it is a face to face interview, you need to know where the company is located and have your journey planned.

- If this is a 2nd or 3rd interview with this employer, revise the questions you were asked last time. Is there anything you struggled with? Employers will like to see that you have been proactive and have done some research in that area of weakness.
- Research the interviewers beforehand. Is there any news on them? Have they written blogs or done anything that could be of interest to you? Do they have a LinkedIn profile?
- Do you know anyone working there and can they give you further insight?
- Have questions prepared for the interview. This is the best opportunity to access primary information. [Current team, culture, usual day, expectation, projects, company plans]. Another question may be “What attracted you to this company?”
- Positivity, enthusiasm, interest and energy are recommended for all interview
- Look smart. After all this is an interview.

**AND FINALLY
WE WISH YOU THE BEST OF
LUCK IN YOUR INTERVIEW.**

CAMPAIGN MARKETING SUITE

Multiple marketing materials for online marketing campaigns

1. Purpose and Requirements
2. Social Media Channel Campaigns
3. Web Content
4. Brochure Design



CAMPAIGN: Working in the IT Sector in Ireland

Purpose of Campaign

- Reach people working in IT in Europe and entice them to come to work in Ireland in IT
- Showcase reasons why people should consider relocating to Ireland.

Style

It should be visually pleasing, attractive to young people working in the IT sector.

Imagery

- Using icons as a way to showcase reasons for coming to Ireland, re-instating the reasons allowing for recall
- Hero image of young people working – chosen image bright, friendly, showing both male and female working in casual setting
- Other images: Use of “Ireland” images to showcase locations around Ireland and some Tech, Trinity College, Skellig Michael, tech event



Collateral

Design and develop collateral including:

- 1) Image for social media campaign,
- 2) Website content to direct people to and
- 3) PDF content for emailing to leads.

Running the Campaign

- Create a campaign for tracking using Google Dev Tools. Allows tracking of the campaign in Google Analytics to measure performance vs page visits by search or other means of access.
- Promotion across social channels
- Post will include brief overview with clear call to action and a link to web content.



Friendly
People



Ireland
Tech. Hubs



Leading
Technology



Competitive
Salaries



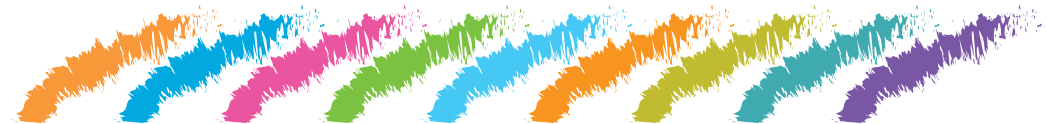
Excellent
Education
System



1° - 22°



Scenic and
Historical



Final Marketing Materials used across the Campaign

Promotion across social channels

Social media post includes text and a link to the web content.

Post text: Ireland is a great place to work in IT.
See why you should consider coming to work in Ireland. More at <http://bit.ly/xxxx>



Web content

- Web page contains text giving 9 reasons for coming to work in Ireland.
- Icons allow quick scan/recall, reasons for coming to work in Ireland.
- Page provides a link to a more detailed file (pdf previously published) containing information on working in Ireland.
- The **call to action** is to email the consultant associated with the jobs on offer and a place for users upload a CV.



Additional activities running in parallel

Brochure has been designed for use by in-house consultants for targeting prospective leads through direct InMail (LinkedIn) and e-mail.

