



The VideoMyJob

# CAMPAIGNS PLAYBOOK

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# Introducing "Campaigns"

Title	Author	Editor	Status
<b>EVP</b>	Gavin Lamb	Gavin Lamb	1 [+ 0] ✓ 0 a day
<b>Grad Program</b>	Gavin Lamb	Gavin Lamb	1 [+ 0] ✓ 0 2 days
<b>Learning &amp; Development</b>	Gavin Lamb	Gavin Lamb	1 [+ 0] ✓ 0 5 days
<b>Diversity</b>	Chris Long	Chris Long	1 [+ 0] ✓ 0 6 days
<b>Women in Tech</b>	Chris Long	Chris Long	1 [+ 0] ✓ 0 6 days
<b>Why Join Us</b>	Gavin Lamb	Gavin Lamb	1 [+ 0] ✓ 0 7 days

## What is a VideoMyJob Campaign?

The VideoMyJob Campaigns feature is perfect for planning, collecting, managing and creating video content for your talent strategy.

Whether you're using VideoMyJob for your Recruitment Marketing, Employee Stories, Internal Communications or improving your Candidate Experience, the Campaigns feature will help you solve across all of these use cases.

[Click to learn more about Campaigns](#)

# Campaign Lifecycle



# Case study

HUDSON RPO

## Building a library of stories

As users of VideoMyJob for years, the team at Hudson RPO is no stranger to getting their people in front of camera, collecting dozens of videos from employees around the world.

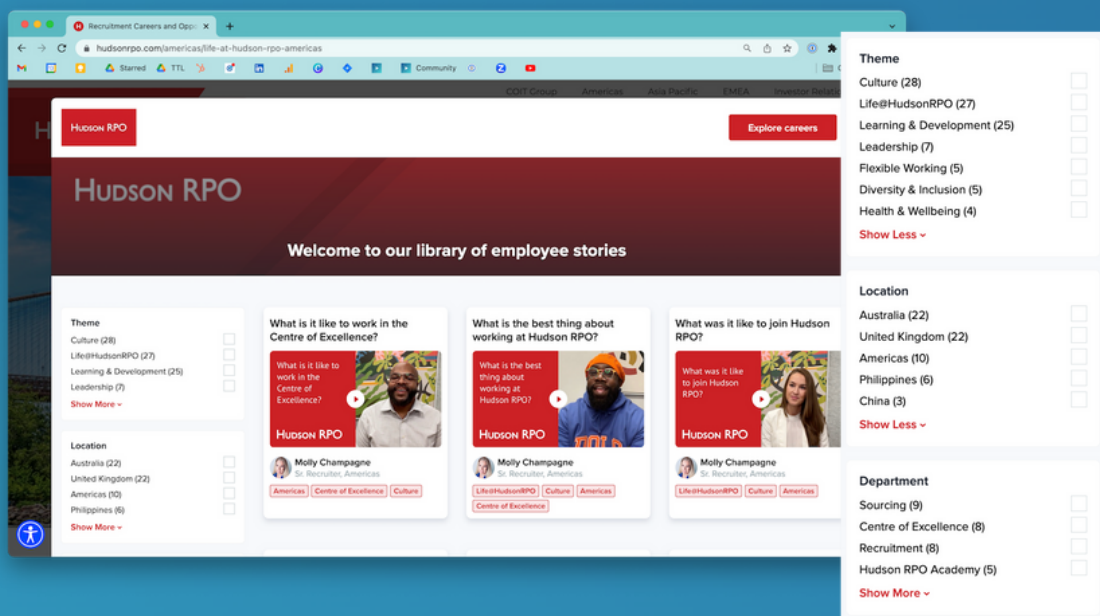
As a result, they're not only able to share their employer brand in the voice of their people, they now have a library of perspectives, experiences and stories that candidates can filter and browse based on their interests – all hosted on their careers website using Story Feed.



**Margot Moore**  
Global Brand Manager  
Hudson

"Giving visitors to our careers website access to a range of video content means that each individual can tailor their experience with our employer brand content based on what interests them."

[Visit Hudson RPO's career site](#)



# Campaigns Guide

## How to Create and Manage Campaigns

Getting started with Campaigns is simple. Just head to your dashboard and click Campaigns in your side menu. From there you can plan and manage all your Campaigns in the one place, from assigning filming requests and sending reminders to customising scripts and editing your videos.

Need a crash course? Our resources will help you get your first Campaign off the ground in 5 simple steps:

**Step 1: Create your campaign**

**Step 2: Manage your campaign**

**Step 3: Edit and brand your videos**

**Step 4: Publish and share**

**Step 5: Measure and learn**

[Click to learn more about getting started](#)

# Campaign briefing template

We've put together a briefing template that you can use to help plan your campaigns. We recommend using these templates before you start each campaign as it will help give a clear idea of what you're trying to achieve and keep you on track throughout the process.

The briefing template covers:

- 1 Campaign overview/ problem statement**  
What problem are we solving? How?  
Why are we solving this problem? What's the benefit?
- 2 Campaign objectives**  
What should this campaign achieve? What are the outcomes?
- 3 Target audience**  
Who are we trying to reach with this campaign?
- 4 Key messages**  
What messages should the campaign share?
- 5 Campaign stakeholders**  
List who will be involved and their role.
- 6 Filming questions**  
List of questions that can be used to generate employee stories.

# Campaign briefing template

To help get you started, we've pre-filled the template with six common campaign examples.

Use these as a starting point and adjust as you need.

## 1 **EVP activation**

Generate people stories to take your EVP to market

## 2 **Grad program recruitment**

Attract students and recent grads to apply to your program

## 3 **Ongoing recruitment across key roles**

Have roles that you're always trying to fill? Share stories to help attract and inform candidates

## 4 **Internal comms program**

Video isn't just about attraction, build a campaign to support internal initiatives

## 5 **Recruitment tips and advice**

Automate and personalise key stages of your Candidate Experience with video messages

## 6 **Diversity and inclusion**

Celebrate diversity across your business and share unique perspectives



# Campaign brief example 1:

## EVP activation

### 1. Campaign overview/ problem statement

What problem are we solving? How?

Why are we solving this problem? What's the benefit?

**Example:**

We have developed our EVP and it now needs to be activated through employee stories.

We need to collect a range of stories from diverse people across the business that can bring our EVP pillars to life in a way that's authentic and interesting and share them with potential candidates.

### 2. Campaign objectives

What should this campaign achieve? What are the outcomes?

**Example:**

Raise brand awareness among key candidate groups.  
Inform candidates of what it's like to work here.  
Increase quality applications.

### 3. Target audience

Who are we trying to reach with this campaign?

**Example:**

Quality <insert your industry> professionals who may not have considered working at our organisation.

### 4. Key messages

What messages should the campaign share?

**Example:**

Insight into our company culture.  
Why people decided to join our company.  
What keeps people here and what they enjoy most.

### 5. Campaign stakeholders

List who will be involved and their role.

**Example:**

**Campaign owner/ admin:**

Your name

**Brand Ambassadors (to submit videos):**

List campaign participants

**Video editor:**

Who will edit the videos once submitted?

**Approvals:**

Who will approve the final videos?

## Campaign brief example 1:

# EVP activation

### 6. Filming questions

Here's a list of questions you can use to help generate employee stories.

We recommend choosing three questions and asking your Brand Ambassadors to film a 60 second video in response to each question.

- What inspired you to work for our company, and what has kept you here?
- How has our company supported your personal and professional development?
- What unique benefits or perks have you enjoyed while working here?
- Can you describe a time when the company's values were put into action in a meaningful way?
- How does the company foster a culture of diversity, equity, and inclusion?
- What sets our company apart from other employers you've worked for in the past?
- How does the company encourage collaboration and teamwork among employees?
- Can you share an example of how the company has supported your work-life balance?
- How does the company prioritise employee wellness and mental health?
- In your opinion, what is the most compelling aspect of our company's culture that makes it a great place to work?

## Campaign brief example 2:

# Grad program recruitment

## 1. Campaign overview/ problem statement

What problem are we solving? How?

Why are we solving this problem? What's the benefit?

**Example:**

We're recruiting grads to join next year's grad program and we need to educate grads about why they should consider applying for our program.

## 2. Campaign objectives

What should this campaign achieve? What are the outcomes?

**Example:**

Generate engaging content that helps convince grads to apply for our program. We need to hire 20 grads.

## 3. Target audience

Who are we trying to reach with this campaign?

**Example:**

University students from relevant courses who are in their final year or graduated in the last year.

## 4. Key messages

What messages should the campaign share?

**Example:**

Our inclusive and supportive company culture  
Benefits that are attractive to grads/ early career talent:

- Flexible working environment
- Training and development opportunities
- Volunteer opportunities

An insight into our grad program, what grads can expect and what they'll be working on.

## 5. Campaign stakeholders

List who will be involved and their role.

**Example:**

**Campaign owner/ admin:**

Your name

**Brand Ambassadors (to submit videos):**

Current grads x3

Managers that grads will work with x2

**Video editor:**

Who will edit the videos once submitted?

**Approvals:**

Who will approve the final videos?

Campaign brief example 2:

# Grad program recruitment

## 6. Filming questions

Here's a list of questions you could ask campaign participants, split into questions for current grads and more experienced employees.

We recommend choosing three questions and asking your Brand Ambassadors to film a 60 second video in response to each question.

### Questions for grads:

- What do you enjoy most about being a grad at <company>?
- What does an average day look like for you?
- What have you found most surprising since joining the program?
- What benefits do you enjoy most?
- How have your managers and coworkers helped encourage your learning and development?
- What's something you wish you knew on your first day?
- What is the flexibility like in your role?
- What projects are you working on/ have had the opportunity to work on?
- What have you found most challenging about the program?

### Questions for managers:

- Why should grads consider joining our program?
- What sets our company apart for our employees?
- What learning and development opportunities are available for grads?
- What kind of projects can grads expect to work on?
- What misconceptions do grads typically have before joining?
- What are the key traits grads need to be successful?

# Campaign brief example 3:

## Ongoing recruitment

### 1. Campaign overview/ problem statement

What problem are we solving? How?

Why are we solving this problem? What's the benefit?

**Example:**

We have an ongoing need to hire tech talent as we grow our in-house engineering capabilities, but many candidates don't consider us a destination employer due to a lack of awareness of the opportunities available.

### 2. Campaign objectives

What should this campaign achieve? What are the outcomes?

**Example:**

Increase awareness of our employer brand among tech talent.  
Educate talent about the opportunities available.  
Attract quality candidates to apply for our range of tech roles.

### 4. Key messages

What messages should the campaign share?

**Example:**

The impact and complexity of projects successful candidates will work on.  
Opportunity to learn from experienced leaders.  
Our supportive and inclusive culture.  
Benefits that are attractive to tech talent:

- Hackathon days
- Flexible working environment
- Cutting edge platforms and systems we use

### 3. Target audience

Who are we trying to reach with this campaign?

**Example:**

Software and data engineers with 3-5 years' experience and a relevant degree.

### 5. Campaign stakeholders

List who will be involved and their role.

**Example:**

**Campaign owner/ admin:**

Your name

**Brand Ambassadors (to submit videos):**

Peer level employees x3  
Hiring Managers x1-2

**Video editor:**

Who will edit the videos once submitted?

**Approvals:**

Who will approve the final videos?

## Campaign brief example 3:

# Ongoing recruitment

### 6. Filming questions

Here's a list of questions you can use to help generate employee stories.

We recommend choosing two to three questions and asking your Brand Ambassadors to film a 60 second video in response to each question.

- Tell us about your role and what your team does?
- What do you enjoy most about working here?
- Why initially attracted you to apply for your role?
- How does your team support your way of working?
- What's the most interesting project you've worked on?
- How can people working in our tech teams leverage the experience of people and leaders in the business?
- What are different ways you can make an impact in your role?
- How does our culture create an environment where people feel like they belong?
- How have you been able to shape your own career path during your time here?
- What's one amazing thing about your team that you'd want to tell someone on their first day on the job?

## Campaign brief example 4:

# Internal comms program

## 1. Campaign overview/ problem statement

What problem are we solving? How?

Why are we solving this problem? What's the benefit?

**Example:**

We want to run an internal comms campaign to show how our people are living our values and encourage our people to share their experience with their colleagues.

## 2. Campaign objectives

What should this campaign achieve? What are the outcomes?

**Example:**

Raise internal engagement and share our employer brand across our employee network.

## 3. Target audience

Who are we trying to reach with this campaign?

**Example:**

All employees

## 4. Key messages

What messages should the campaign share?

**Example:**

Our company values:

- Value 1
- Value 2
- Value 3
- Value 4

## 5. Campaign stakeholders

List who will be involved and their role.

**Example:**

**Campaign owner/ admin:**

Your name

**Brand Ambassadors (to submit videos):**

Send filming request to all employees

**Video editor:**

Who will edit the videos once submitted?

**Approvals:**

Who will approve the final videos?

Campaign brief example 4:

# Internal comms program

## 6. Filming questions

Here's a list of questions you can use to help generate employee stories for internal use, using company values as an example.

For a campaign where you're asking a wide range of people to submit videos, we recommend asking participants to send a 30-60 response to one question.

- How do you see our values lived across our organisation?
- How does *<insert value>* help you to bring your best self to work every day?
- Can you think of a specific example of when you saw *<insert value>* in action?
- What does *<insert value>* mean to you, in and out of the workplace?
- Who's someone you work with that you think embodies *<insert value>*?



## Campaign brief example 5:

# Recruitment tips and advice

## 1. Campaign overview/ problem statement

What problem are we solving? How?

Why are we solving this problem? What's the benefit?

**Example:**

We have an issue with candidates dropping off through our recruitment process and want to provide more information that will help them be more engaged and ultimately more successful.

## 2. Campaign objectives

What should this campaign achieve? What are the outcomes?

**Example:**

Decrease candidate drop off between applying and accepting.  
Help candidates be more prepared through the interview process by educating them on what they can expect.

## 4. Key messages

What messages should the campaign share?

**Example:**

Overview of our recruitment process and what candidates can expect.  
What we look for in candidates and how they can be more successful.

## 3. Target audience

Who are we trying to reach with this campaign?

**Example:**

Candidates considering applying to open roles and current applicants.

## 5. Campaign stakeholders

List who will be involved and their role.

**Example:**

**Campaign owner/ admin:**

Your name

**Brand Ambassadors (to submit videos):**

Talent Acquisition team  
Hiring Managers (x2-3)

**Video editor:**

Who will edit the videos once submitted?

**Approvals:**

Who will approve the final videos?

Campaign brief example 5:

# Recruitment tips and advice

## 6. Filming questions

Here's a list of questions you can use to address key parts of your recruitment process, split into questions for talent acquisition team members and hiring managers.

We suggest choosing 2-3 questions per participant and filming one video per question, or where responses are naturally shorter, combine multiple questions into a single video.

### Questions for Talent Acquisition:

- How long does our recruitment process typically take?
- What stages are involved in the recruitment process, and what can candidates expect at each stage?
- How and when will candidates receive updates and feedback on their applications?
- Are there any pre-employment assessments or tests as part of the selection process and how can candidates best prepare for these?
- Can you provide any guidance or tips on how to prepare for the interviews?
- Who will candidates typically meet throughout the recruitment process?
- What should candidates wear on the day?
- Is there an opportunity for feedback if candidates are not successful?

### Questions for Hiring Managers:

- What do you typically look for in a candidate?
- How can candidates 'wow' you in an interview?
- What questions do successful candidates typically ask?
- Are there any common mistakes candidates should avoid throughout the process?

## Campaign brief example 6:

# Diversity and inclusion

### 1. Campaign overview/ problem statement

What problem are we solving? How?

Why are we solving this problem? What's the benefit?

**Example:**

We're struggling to meet our gender diversity targets at a leadership level across our business. For this year's International Women's Day, we want to highlight female leaders across our business and share their career stories.

### 2. Campaign objectives

What should this campaign achieve? What are the outcomes?

**Example:**

Raise awareness of and celebrate the amazing female leaders we have across our business.  
Educate both candidates and employees on how we support women through their careers.  
Attract more women to apply for leadership positions.

### 3. Target audience

Who are we trying to reach with this campaign?

**Example:**

Female leaders at competitor organisations who may be considering changing jobs.  
  
High calibre female professionals who are looking to take their next career step.

### 4. Key messages

What messages should the campaign share?

**Example:**

Personal stories from women in leadership.  
How our flexibility and parental leave policies have benefitted mothers in the business.  
Ways in which women have been supported to grow and develop their careers here.

### 5. Campaign stakeholders

List who will be involved and their role.

**Example:**

**Campaign owner/ admin:**

Your name

**Brand Ambassadors (to submit videos):**

Selection of women in leadership positions

**Video editor:**

Who will edit the videos once submitted?

**Approvals:**

Who will approve the final videos?

Campaign brief example 6:

# Diversity and inclusion

## 6. Filming questions

Here's a list of questions you can use to help generate employee stories.

We recommend choosing three questions and asking your Brand Ambassadors to film a 60 second video in response to each question.

- What's been your career path to get you where you are today?
- What's the best piece of career advice you could give to women wanting to become business leaders?
- What's been your biggest career accomplishment to date?
- What's the next milestone you're aiming for in your career?
- How has our organisation supported your career development goals?
- How have your managers supported you through your career?
- How does our organisation make it possible for mothers to continue their career development?
- Are there any initiatives you're involved in to promote or support women in leadership?



# Thank you.

If you have any questions please  
contact your Customer Success  
Manager or Bodin Pollard at  
[bodin@videomyjob.com](mailto:bodin@videomyjob.com)