



Employer Branding Guide



What is this guide for?

Your exceptional performance and attractive, employer-orientated workplace makes your organisation one of the best places to work in Ireland. This creates a success factor for your company, that gives you significant benefits on the work market and increases your positioning as well as strengthening your employer brand. This should be communicated! Making time to celebrate your accreditation not only builds pride among your employees, but also helps you attract new talent, partners, and customers. In this guide, you'll find a range of tips and examples of how to successfully communicate and activate your achievement your certification.

Please feel free to contact us with any questions you may have regarding your outreach efforts and the media kit. We are happy to offer suggestions as how best to capitalise on your company's recognition.

Get a bespoke Certification™ Activation Branded Pack

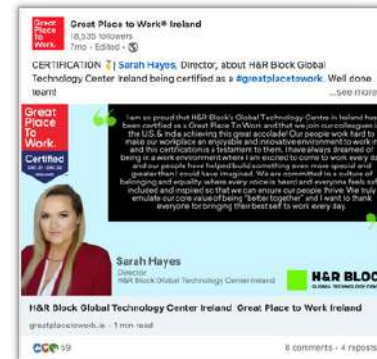
LEARN MORE

NEW

Get a Certification Celebration Pack and leverage your achievement!

Within five days, you'll receive a parcel with props to celebrate your Certification, as well as marketing collateral to maximize its impact.

We take care of everything for you!



Internal communication

Internal email

Share the news with your company and thank your employees for their feedback. Let everyone know what they can expect next from you and the leadership team and the reasons why creating a great experience for all is important to your company. Your employees appreciate when you close the loop on the feedback process and take pride in the great workplace you've created together.

Tip: Here is an example of an internal email you can send to your team. You just have to copy paste!

Hi Team,

Congratulations all around!

We're now officially a Great Place to Work-Certified™ company! / We're now officially one of Ireland's Best Workplaces!

Thank you to everyone who took the time to complete the Trust Index© Employee Survey. Your feedback will help us run our business better for everyone and will help us to continue to build on our great culture.

We can't wait to share the news. If you'd like to tell your family and friends about our new status, you can share our company's posts on your social channels.

Thank you all for everything you do to make this a Great Place To Work – this is everyone's achievement!

Many thanks,

[Sender]

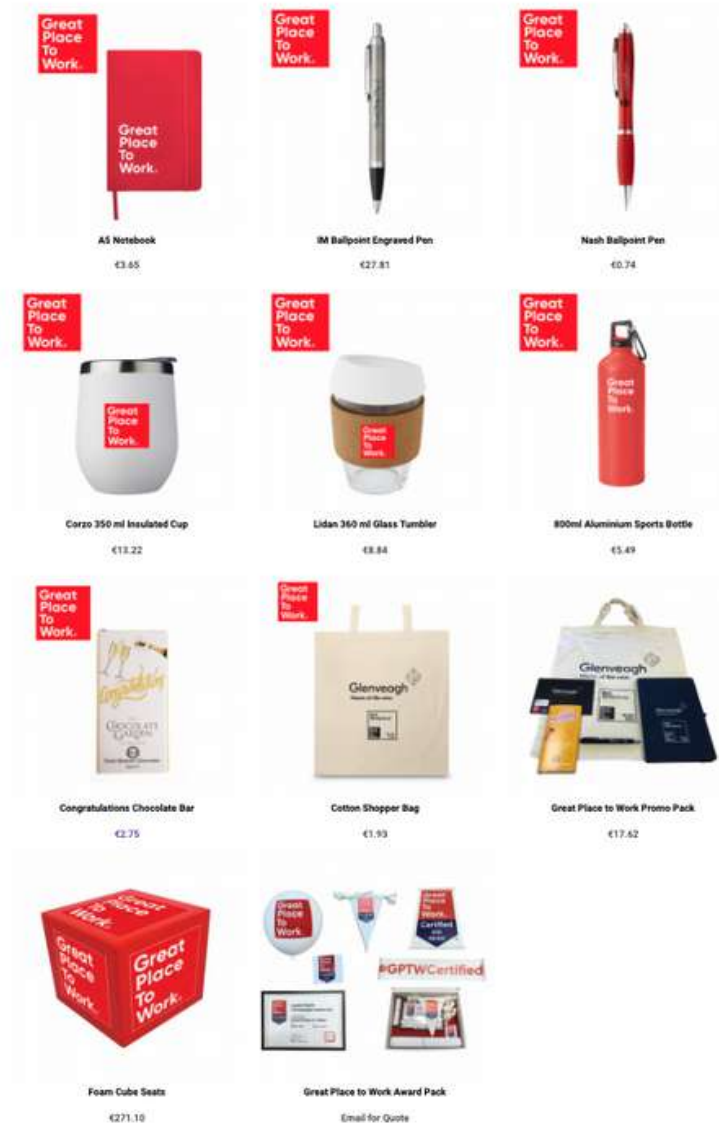
Internal communication

Goodies

This label is yours now, be proud and show everyone your accomplishment. You can literally print the label on anything you like.

In the [online shop](#), you will find various merchandise products that you can use to present your recognition to your employees, customers and suppliers. You can order stickers, sitting cubes, drinking bottles, coffee cups, stationery and much more. We have even prepared some packs for you to order! Let your imagination run free! You can even send an employee care pack along with some goodies!

Tip: If you have any other good ideas for products, get in touch with us and we will see what we can come up with together.



[Go to the online shop](#)



Internal communication

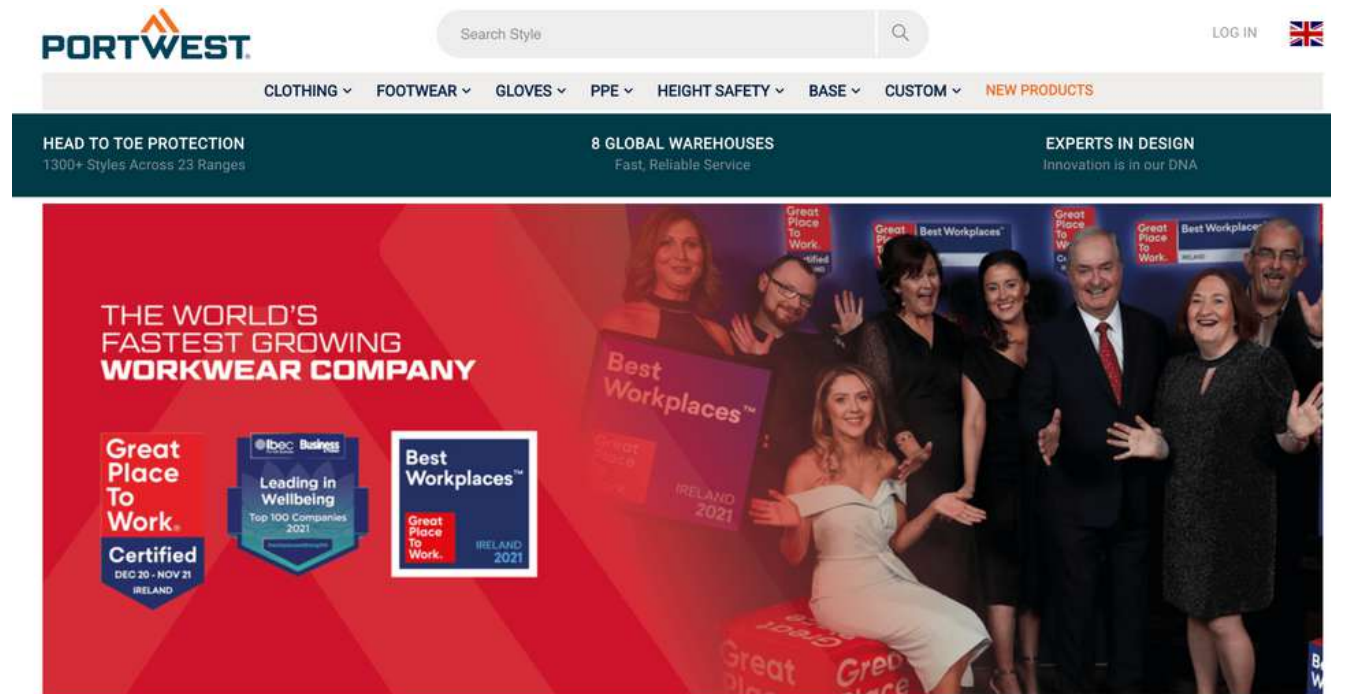
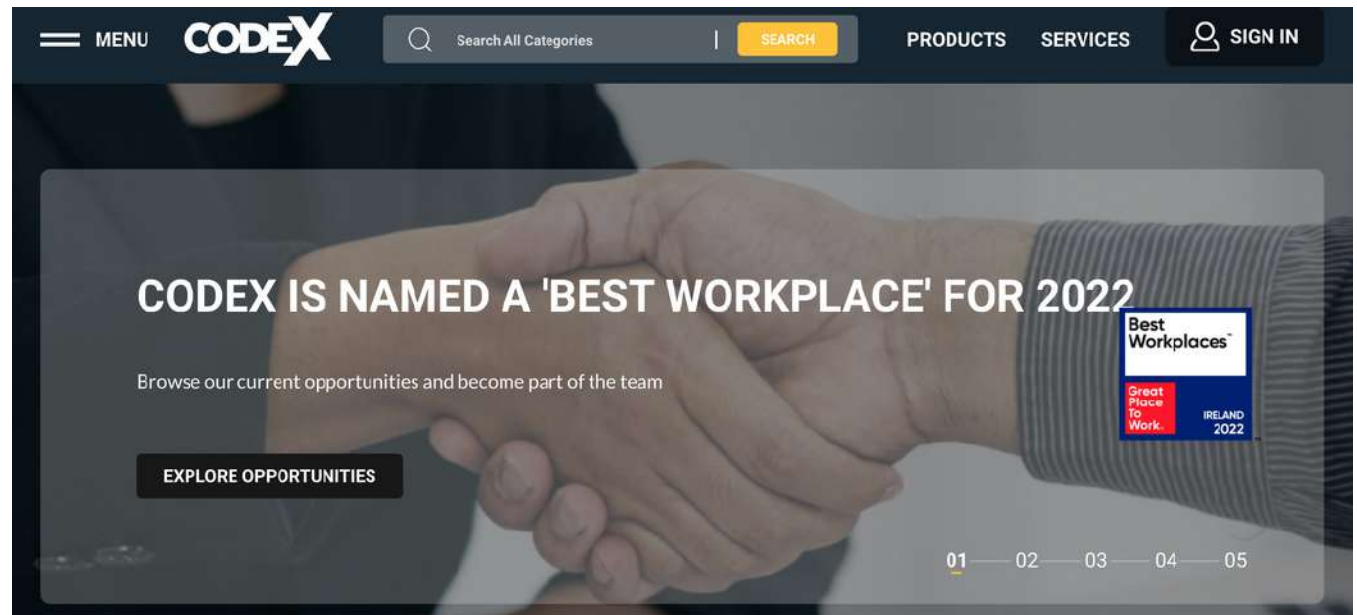
Celebration party

Celebrate your certification with a company event such as a company breakfast, lunch, afternoon break or dinner. For this occasion, have the certification logo printed onto cakes, T-shirts or other print materials. For your internal parties, photo booths and food branding are other amazing ideas to keep in mind!



Website Landing page

Your website is the foundation of your online communication and reflects its identity. Make sure you don't miss the opportunity to showcase your interest in creating a high-trust culture! Here, visitors should be able to tell at first glance what your company stands for and what makes you stand out. You can display your recognition logo on your landing page but also on your careers page, "about us" page, or write about your Great Place to Work recognition. Not only it is attractive for current and potential business partners, but it is also your chance to showcase your unique culture to prospective employees!



Website

Career page

We especially recommend mentioning your certification on your Careers page. This allows you to increase your attractiveness as an employer, establish trust and increase the quantity as well as the quality of your applicants.



What's on offer?

We recognise the hard work and dedication to succeed that is in our employees and as a result we offer a competitive base salary. These salaries coupled with our bonus structures and uncapped OTE's means there is **exceptional earning potential** within the company.

We regularly offer incentives to help boost performance such as paid trips, holiday incentives and many more. Longer term incentives are also available such as quarterly bonus structures and **investment in your education** to assist you in your chosen career path.



Website

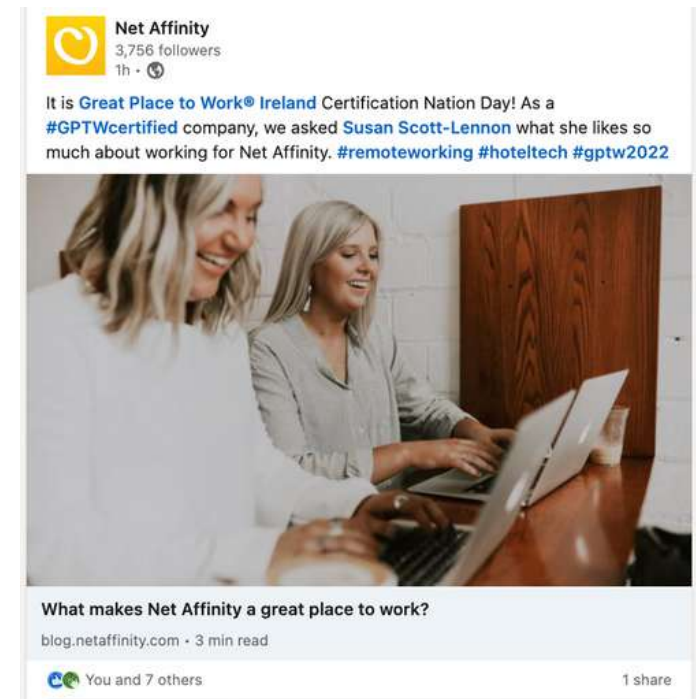
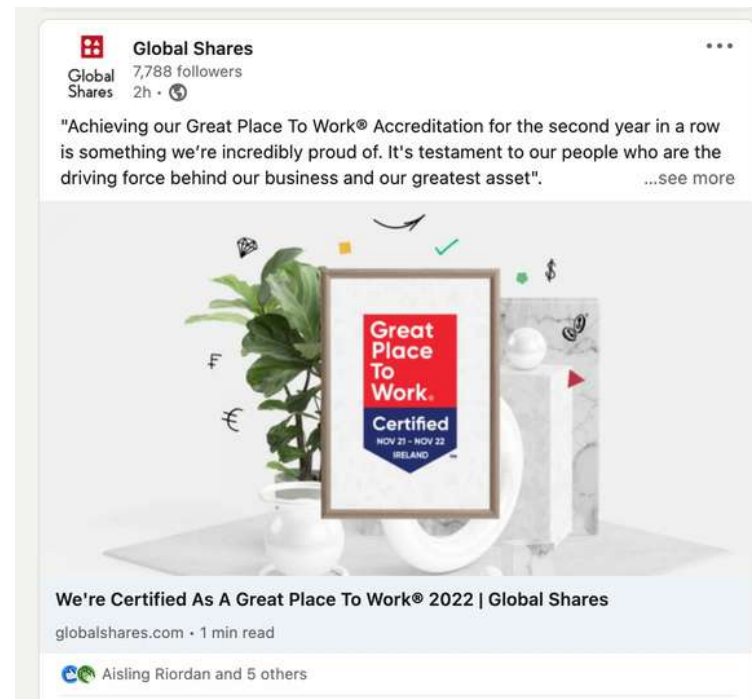
Blog posts & Newsletters

Remind your employees that they helped build an extraordinary workplace and let the outside world know you are a trustworthy organisation: display your recognition logo within your Newsletters and blog articles! You can write about your Great Place to Work journey and you can even share our Webinars invites. These serve as great weekly reminders that maintaining a high-trust culture is important.

Tip: Share this blog post on your social media channels too (LinkedIn, Facebook, Twitter, Instagram etc.)

W2W have once again been certified as a Great Place to Work!

Great Place To Work 2021



Social Media

Hashtags & Handles

When prospective employees want to get a sense of your company's culture, they will often visit your social media pages. Social Media are now the mainstream media and millennials favourite digital platforms. Showcasing your recognition on Facebook, Instagram, LinkedIn, Twitter, etc. is one of the most efficient ways to show the world the great things you achieve. If you need help designing a graphic, feel free to get in touch with us.



@greatplacetoworkireland



@GPTW_Ireland



@GPTWIreland



@gptwireland



#BestWorkplaces22

#BestWorkplaces23

...

#GPTWcertified

#certifiedgreat



Social Media

Sample posts

Here are a few sample posts to get you started.



- It's official! We're proud to be one of Ireland's Best Workplaces! @GPTW_Ireland #gptw #bestworkplaces
- So proud to be one of Ireland's Best Workplaces! Interested in joining our great culture? Get in touch! @GPTW_Ireland #gptw



- So proud to be named a Certified Great company! Interested in joining our great culture? Get in touch! @GPTW_Ireland #gptw #gptwcertified
- We just got certified as a Great Place to Work! Couldn't be more proud of our team - we put our people first. @GPTW_Ireland #gptw #gptwcertified

Social Media Corporate post



Social Media

Celebrate an occasion on LinkedIn

When creating a post, use the feature "Celebrate an Occasion" and select "New Certification" to promote your GPTW Certification photo with the badge on.

The image shows a sequence of three steps for creating a LinkedIn post to celebrate a new certification:

- 1** When creating a post, select "Celebrate an occasion". This step points to the gear icon in the post creation toolbar.
- 2** Then select "New Certification". This step points to the "New Certification" option in the "Select an option" dropdown menu.
- 3** Choose the photo of your choice featuring your GPTW badge. This step points to the photo selection screen where a photo of people holding a "Great Place to Work Certified" badge is selected.

Social Media Profile banner

You can also use the logo on your Social Media banner.



The banner features a blue background with a photograph of two smiling people. On the left is the Legato logo. In the top right corner, there is a 'Great Place To Work' badge for the period APR 22 - APR 23, IRELAND. The main text reads: 'We attract, build and nurture minds to **think limitless** every day.'

Legato Health Technologies Ireland
Legato Health Technologies is uniquely positioned to define the future of healthcare technology
IT Services and IT Consulting · Limerick · 5,322 followers



The banner has a pink and white background. On the left is a circular logo with a power symbol and the text 'Careers places with us'. On the right is the 'Prepay Power' logo. In the top right corner, there is a 'Best Workplaces' badge for the period APR 22 - APR 23, IRELAND 2022. The main text reads: 'To give people total control and complete transparency over their electricity costs'.

PrepayPower
To give people total control and complete transparency over their electricity costs
Utilities · Dublin · 5,257 followers

Corporate videos

As well as being one of the best tools to enhance your SEO ranking and attract traffic to your website, videos are an enjoyable way to present your great achievements. This is the perfect format for storytelling and for creating awareness around your new achievement. Let's showcase the core values of your company as well as your recognition! As a bonus, videos are entertaining content to share on social media.

Tip: click on the images to see the full version of the videos



Recruitment

Career websites & Job offers

In this difficult recruitment context, potential employees want to know that they will have a good and sustainable experience if they join your company. Provide them with third-party validation by displaying your Great Place to Work recognition on your hiring campaign materials. Use your badge on your careers page, job postings, job offers speaking engagement slides, and anywhere you're recruiting talent to gain a competitive advantage.

The screenshot shows the Indeed profile for Woodie's DIY. At the top, there are navigation links for 'Find jobs', 'Company Reviews', and 'Find salaries'. The main header features the slogan 'We Grow Leaders' and two 'Great Place to Work' badges: 'Best Workplaces™ IRELAND 2017-2020' and 'Great Place To Work. IRELAND 2020'. Below this, the company name 'Woodie's DIY' is displayed with a 3.4 star rating and 67 reviews. A 'Follow' button is present, along with a note to 'Get weekly updates, new jobs, and reviews'. A navigation bar includes 'Snapshot', 'Why Join Us', '67 Reviews', '260 Salaries', 'Photos', '19 Jobs', '7 Questions?', and 'Interviews'. The main content area is titled 'Woodie's DIY Careers and Employment' and features four award highlights:

- Fortune's 100 Best Companies to Work For.** 2020 marks 20 years on Fortune Magazine's list of Best 100 Companies and this year we ranked no. 32! [Read more >](#)
- Glassdoor's Best Places to Work and Highest Rated CEOs.** Adobe ranked No. 39 on Glassdoor's 2020 list of 100 Best Places to Work. Adobe CEO Shantanu Narayen was also ranked No. 5 out of the 100 highest rated CEOs on Glassdoor. [Read more >](#)
- LinkedIn Top Companies.** On LinkedIn's list of top companies where professionals wants to work, Adobe ranks No. 24 out of 50 U.S. companies and No. 12 out of 25 companies in India. The lists look at the interest in a company's jobs, interest in a company's brand and employees, and employee retention.
- Top-Rated Workplace by Indeed.** We are proud to announce that Adobe has been named the #1 Top-Rated Workplace by Indeed. With over 150 million ratings and reviews on their website, the list includes companies that are members of the Fortune 500 Index with at least 100 reviews. [Read more >](#)

At the bottom of the page, there are four more award badges: 'Fortune World's Best Workplace™ 2020', 'Best Companies To Work For IRELAND 2020', 'Best Workplaces™ Great Place To Work. JAPAN 2020', and 'Beste Arbeitgeber™ Great Place To Work. 2020'.

Recruitment Hiring campaigns

Great Place To Work
Certified
NOV 21 - NOV 22
IRELAND

JOIN A GREAT BUNCH OF PEOPLE

Global Shares

Propylon
1,589 followers
1w · 🌐

Are you an IT Project Manager with experience in the software sector?
Interested in joining one Ireland's great places to work?

...see more

PROPYLON

WE ARE HIRING!

PROJECT MANAGER

Great Place To Work
Certified
SEP 21 - AUG 22
IRELAND

WE'RE HIRING

Join the team
BUSINESS DEVELOPMENT REPRESENTATIVE (WEXFORD)

Best Workplaces

For more information:
www.scurri.com/careers

Scurri

Recruitment

Your profile on Great Place to Work's website

Your company profile is another benefit of your Great Place to Work recognition. It highlights your Trust Index Survey results and provides reliable third-party validation that you are, in fact, a great place to work. Link to your profile anywhere you'd like to direct potential employees, customers, or partners to see what makes your organisation a great place to work.

Core

Sector: Advertising & Marketing
 Location: Dublin
 Established in: 2000
 Employees: 360
 Website: www.onecore.ie

2023

to Career and Jobs

About us

Core is Ireland's largest marketing communications company with over 300 people working across the key areas of marketing communications - research, data science, strategy, planning, creative development and implementation. We are now a collective of nine practices, working towards a single purpose - to expand the possibilities of what brands can achieve.

Our wonderful people are at the centre of our success. As a company with a united purpose, we believe that as a Core family, we can do great things together. The biggest drivers of our success have been our amazing people along with our commitment to the Great Place to Work program. We are constantly striving to create a place where people can find not just jobs, but genuine fulfillment and a sense that they and their work are valued and respected.

Awards

Ireland's Best Workplaces 2022
Best Large
Rank 6

Best Workplaces for Women 2021
Best Workplaces for Women

Ireland's Best Workplaces 2021
Best Large
Rank 8

What employees say

"12 weeks paternity leave helped at home - and in work"

For me, twelve weeks is a long time to be away from work, but it was available to me as a team member in Core. In a career in advertising and marketing strategy of over fifteen years so far, the longest I have ever been away from work before this was four weeks, to get married. I won't pretend that day one of coming back to work wasn't a little foggy. It felt strange to be back behind a desk (albeit in my attic) and linking into video calls. After a shaky start, the muscle memory of my day-to-day work has returned quickly. I have found that my first week back gave me an opportunity to reflect on the value of time off. How

96% When you join the company, you are made to feel welcome.

91% I can be myself around here.

90% I am treated as a full member here regardless of my position.

97% People here are treated fairly regardless of their sexual orientation.

98% People here are treated fairly regardless of their race or ethnic origin.

94% This is a friendly place to work.

What inspires us

Why we work determines how well we work, our purpose is to expand the possibilities of what our employees and our brands can achieve. This core belief is at the forefront of everything we do. We work not just to be good at what we do but to be the best of what we do, pushing the boundaries and seeking the way not just for our clients, but for ourselves.

Creating an environment that is inspiring, supportive and exciting is the key to this. Our culture is what makes us different from our competitors.

At a glance

Gender ratio

Career and jobs

Application tips

People are key to success in any industry, but within marketing communications, their importance takes on an even greater dimension. An organisation like ours differs from other corporate working environments. We refer to ourselves as a family. It is important that anyone joining our family not only brings the way we work but can thrive in our environment.

We believe in creating a diverse culture with diversity and inclusion playing an important part of our recruitment process. We recognise it is important to build our teams with people who can challenge and change the way we think to help us reach the level of excellence we want to achieve.

We are looking for candidates who reflect our values of Making a Difference and Teamwork. It's not even more important that people demonstrate a passion for what we do, and have the ambition to succeed.

Without great people, we have nothing to offer our clients. Want to join the team?

SEE OUR CURRENT JOB OPPORTUNITIES

Contact

Human Resources
HR
Email: jobs@onecore.ie

Our great workplace

We have come a long way since we first opened our doors back in 2000 with just seven employees. Today we are more than 300 people across 9 practices working together to expand the possibilities of what brands can achieve. Our culture as a great place to work has always been the sum of all million little things rather than one big thing - but each one of them has a vital role to play in making us a great place to work.

The Core family is something special and for those who work here it is what we maintain this as we continue to evolve as a company. Our values are at the heart of everything we do. They shape who we are and how we behave to allow us to work in a connected and collaborative way as one Core family.

When we apply our values this is what we mean ...

- Making a Difference to our clients today, our clients and our partners. It's all of us. It's up to all of us.
- Teamwork is what makes us, offering a helping hand, working as one with our clients, stronger as one.

Media

Employee Advocacy

Are your employees proud of being part of a great workplace? They can be your advocates, especially in these difficult times! There are plenty of possibilities to capture their excitement about working in your organisation in video testimonials, interviews, posts on social media, email banners, etc. These are very effective ways to let the high-quality talents you would like to attract know what your current employees think about your company.



A promotional banner for Cisco. On the left is the Cisco logo. In the center, a woman's headshot is shown in a circular frame with a green checkmark. To the right, the text reads "PRESS 1 FOR THE LARGEST WINNER!". Below this text are two "Best Workplaces" award logos. On the far right, a computer monitor displays a video conference grid with many participants. A blue mug is on the desk in front of the monitor. At the bottom right, there are two buttons: "Message" and "More...".

netaffinity

"My two year journey at Net Affinity has been one of growth. As an employee here, you feel like your talent is recognised and valued. Their approach is invaluable and allows for a balanced blend of work and personal life. Your voice is always heard!"



Your workplace

The office

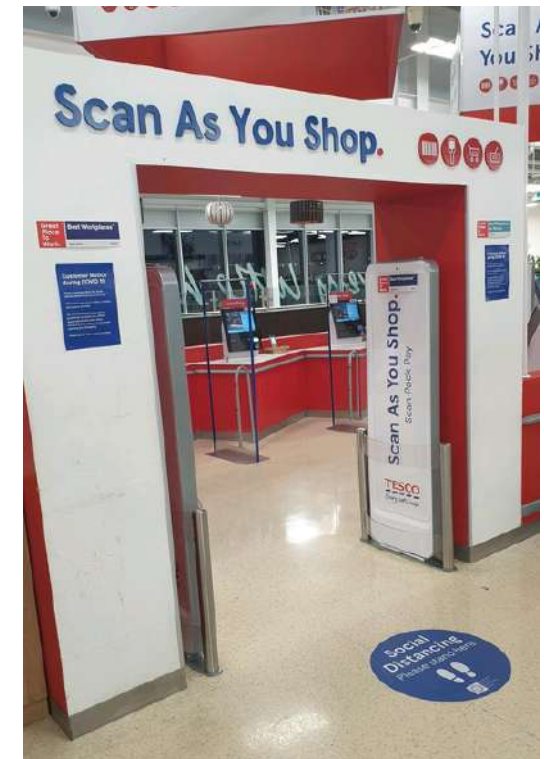
For example, decorate your reception area with Great Place to Work® sitting cubes or a trophy with the certification logo. You can also display stickers and posters on some strategic areas of your workplace: front door, reception, lifts, offices doors, common rooms etc. You can also use notice boards and TV Screens in your workplace to showcase your accreditation. Don't forget to display the Great Place to Work poster in your office.



Your workplace

The shops

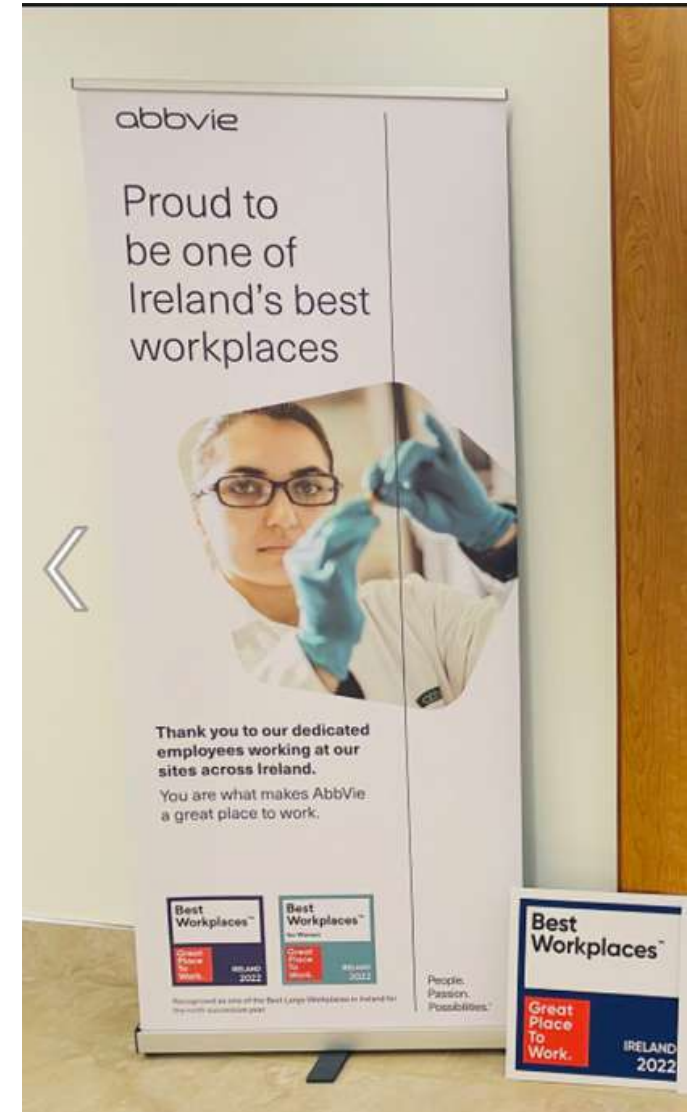
If your business is in the retail sector or if you have several offices, locations etc. you can physically display your recognition logo! At the entrance, checkout, showcasing to your customers and employees.



Your workplace

Pop-ups

Pop-ups are a great tool that you can use in your office and also bring to external events!



Email signature

You probably send more emails to customers than you send texts in a day, that's why your email banner is the best place to share your recognition. There is no better way to get the world out about your accomplishment than to share the news with the people you do business with each and every day. If your company provides a standard email signature template, include the logo to let everyone who emails with your employees know that you are a great workplace. It will help potential customers and partners trust that you are a company that warrants their business, especially in these uncertain times

AbbVie
Manorhamilton Road
Sligo
OFFICE
MOBILE
EMAIL



Kind Regards,
Emmet Kehoe
Sales Dublin

GRENKE LIMITED
306 Q-House - [Furze Road - Sandyford Business Park](#)
[18 Dublin](#)
[Ireland](#)



Presentation & Backgrounds

Webinars, workshops and virtual meetings have skyrocketed during the last 3 years. They are good occasions to display your achievements. For example, you can showcase your recognition in your virtual calls/event invites going out internally and externally! It will separate you from the crowd and make prospects want to engage with you.



OUR CLIENTS

EY pwc Deloitte. CentricParks
AIB seai clúid housing
HE SISK L+DL
Glenveagh TESCO
CUSHMAN & WAKEFIELD

OUR PROJECTS

OUR AWARDS

IRISH CONSTRUCTION INDUSTRY AWARDS
BDA Irish Building & Design Awards
THE PUBLIC SECTOR MAGAZINE AWARDS ISSUE 2019
seai ENERGY AWARDS
Great Place To Work. IRELAND 2019
Best Workplaces™ IRELAND 2019
Great Place To Work. IRELAND 2020
Best Workplaces™ IRELAND 2020
Great Place To Work. IRELAND 2021
Best Workplaces™ IRELAND 2021

Advertisement & Printed material

Create an advertisement that references your accreditation to create brand awareness! If you need any help with this, you can contact our team.

You can also apply the label to print materials such as:

- Business cards
- Business reports
- Flyers
- Brochures
- Letterhead paper
- Envelopes



A GREAT WORKPLACE

CONNECTS PEOPLE

Great Places To Work recognition endorses that **DHL Global Forwarding Ireland** have successfully nurtured a culture of integrity, inclusivity and openness, where looking out for each other is a priority and working together as a team achieves excellent results across our business.

You can check out our current vacancies on ie.indeed.com/dhl-jobs



DHL Global Forwarding – The Freight Forwarding Experts .Since 1815.



#1 Great Place to Work in Ireland

(Large category)




Thank You

for everything that you do to make Informatica a Great Place to Work



Make Ireland a great place to visit in a Great Place to Work.

If you are looking for a career that will help support and develop the Irish tourism industry visit faiiteireland.ie/careers



Press release

Press release sample

Would you like everyone to know you are a great workplace? Do not forget the power of the press. Feel free to use the press release in the communication pack provided to extend your recognition announcement to the press!

Tip: Here is an example of a press release you can use. You just have to copy-paste!

[Company Name] Certified as a Great Place to Work! / Named as one of Ireland's Best Workplaces

[insert embargo date if required]

[Company Name] is proud to announce that we have officially been certified as a Great Place to Work / named as one of Ireland's Best Workplaces [year] after a thorough and independent analysis conducted by Great Place to Work® Institute Ireland. The accreditation process is based on direct feedback from employees, provided as part of an extensive and anonymous survey about the workplace experience.

[Insert a paragraph on how your organisation is committed to a great workplace culture – this can be a good opportunity to enhance your employer brand]

[Insert quote from your CEO or Senior Leader on what Certification means to your organisation]

About Great Place to Work®: Great Place to Work® (www.greatplacetowork.ie) is the global authority on high-trust, high-performance workplace cultures. Through assessment tools, consultancy services, and certification programmes, Great Place to Work® recognises Best Workplaces™ across the world in a series of national lists including those published by The Irish Times and Fortune magazine (USA). Great Place to Work® provides the benchmarks, framework, and expertise needed to create, sustain, and recognise truly outstanding workplace cultures. Follow Great Place to Work® at www.greatplacetowork.ie and on Twitter at @GPTW_Ireland

About your company: [insert short description of your company – 75 words or so]

Media Contacts: [insert PR contact: name, email, phone if required]

Press release

GUARDIAN

Wexford company Scurri is one of Ireland's Best Places to Work

Ireland · Career · Business
5 Mar 2019 [+3 more](#) Contact | 053 9140125 |

SCURRI, the Wexford-based software provider that connects and optimises the eCommerce ordering, shipping, and delivery process, have been officially

the Clayton Hotel on Burlington Road, Dublin last week.

The Great Place to Work is assessed through a robust 'Trust In-



Echo.ie
Your Local Newspaper

Echo.ie
Your Local Newspaper

Echo.ie

[News](#) | [Latest](#) | [Sport](#) | [Arts & Culture](#) | [Business](#) | [Advertising](#) | [Memorials](#) | [Local Directory](#)

[Home](#) | [News](#) | [Videos](#) | [Sport](#) | [Business](#) | [Property](#) | [Podcasts](#) | [Directory](#) | [Advertising](#)

Home · Business



CEO Eric Mosley, from Tallaght, co-founder of Workhuman

Tech firm Workhuman wins Great Place to Work awards

By Maurice Garvey June 14, 2022 11:28 am



PARK WEST tech firm Workhuman, has won a number of accolades at the Great Place to Work Ireland awards.

The company, with a valuation of over €1 billion is headquartered in Park West and Massachusetts.

Co-founded in 1999 by CEO Eric Mosley, who is from Glenview in Tallaght, and Eddie Reynolds, Workhuman develops software-as-a-service tools for human resources departments to help improve employee engagement and recognition.

The company picked up a Best Large Workplace 2022 (10th consecutive year on the list for Workhuman), Best Workplaces for Women (third consecutive year on the list list), and Best Workplaces in Tech (second consecutive year on the list)

AbbVie listed as third Best Large Workplace in Ireland

Business April 07, 2021



By Maurice Garvey

GLOBAL pharma firm AbbVie, which has a commercial office in Citywest, featured once again at the Great Place to Work – the eight consecutive year that the company has featured on the list.

AbbVie was listed as the No. 3 Best Large Workplace in Ireland 2021 - its sixth placing in the top three over the last eight years.



AbbVie Employees from AbbVie's Citywest office are pictured celebrating the company's No.3 Best Large Workplace in Ireland ranking and Ireland's Best Workplaces for Women award win at the recent Best Workplaces in Ireland awards 2021 ceremony

Employing more than 2,500 people across nine sites in Ireland, AbbVie was also recognised as a Best Workplace for Women for the third successive year - one of just 22 companies in Ireland to receive the accolade in 2021.

Be creative!

The best way to promote your Great Place to Work recognition is actually to do it your own way: be creative and authentic! Include your recognition in your own style, culture and brand strategy. We love seeing people who think outside the box!



**Great
Place
To
Work®**

**Do you need help with activating your Great Place to
Work recognition?**

**Are you interested in the Great Place to Work
Programme?**

Contact Us