

# FAIRBANKS

Standing apart with an employer brand



“CHARGE delivered exactly what I needed. Its brand work perfectly captured what makes us special. Our new employer brand will drive HR and recruiting efforts for years to come.”

- Elizabeth Stahl  
Director of People

## CHALLENGE



Fairbanks Alcohol & Drug Addiction Treatment Center’s staff is the key to its service. However, fighting huge healthcare systems to attract and retain that staff was difficult. Fairbanks needed to differentiate itself from recruitment competitors and create a brand presence that made them a top employment destination.

## TACTICS

▶ COMPETITOR  
ANALYSIS

▶ DIGITAL  
MARKETING

▶ SOCIAL MEDIA  
MARKETING

▶ EMPLOYER BRAND  
CREATION

▶ EMPLOYEE ADVOCATE  
DEVELOPMENT

## RESULTS



**Crafted new employer brand to attract employees:** CHARGE spent time with the Fairbanks staff, mining for the elements that make Fairbanks beloved. CHARGE then crafted an authentic brand focused on attracting job candidates to Fairbanks.

**Analyzed Fairbanks’ and competitors’ digital footprint:** Job boards, social media and a company’s website form the core of the employer brand. CHARGE analyzed these for both Fairbanks and its three toughest competitors. This not only showed Fairbanks areas it could continue to develop, but also highlighted weaknesses in competitors’ recruiting efforts.

**Created recommendations for marketing tactics and advocates:** Rooted in the new employer brand and competitive analysis, CHARGE created recommendations on how Fairbanks could optimize its online presence for recruitment. Covering its website, job boards, social media, public relations and corporate materials, these recommendations specified how Fairbanks could succeed in a competitive recruitment landscape.