

Designing Recruitment Marketing & Employer Branding Initiatives 3-23  
VIDEO BREAKS

Optus' Employer Ambassador Branding Strategy  
[https://www.youtube.com/watch?v=NnfY\\_p-8fCM](https://www.youtube.com/watch?v=NnfY_p-8fCM)

Making a Great Recruitment Video  
<https://www.youtube.com/watch?v=iv733-tH1gU>

7 Tips to Hiring the Best  
<https://www.youtube.com/watch?v=w-Lu68D2ghE>

5 Ways to create Stronger Connections  
<https://www.youtube.com/watch?v=EtZQT3avFaY>

Employee Value Proposition  
<https://www.youtube.com/watch?v=dN8CNZ78syg>

8 Marketing Strategies for Recruiters  
<https://www.youtube.com/watch?v=IDqCG1pxTOY>

Prince Ea – Auto-Correcting Humanity  
<https://www.youtube.com/watch?v=dRI8EIhrQjQ>

Steve Jobs – “A” Players  
<https://www.youtube.com/watch?v=a7mS9ZdU6k4>

Unconscious Bias at Work  
[https://www.youtube.com/watch?v=NW5s\\_-NI3JE](https://www.youtube.com/watch?v=NW5s_-NI3JE)

Matthew McConaughey – The Process of Elimination  
<https://www.youtube.com/watch?v=OKJImnk-gzQ>

Patty McCord: 8 Lessons on Building a Company People Enjoy Working For  
<https://www.youtube.com/watch?v=iBa9EoEbb38&list=PLOGi5-fAu8bFhSzuOjTmHJwLHUxxloGr4&index=25>