



COLUMN FIVE

Employer Competitive Analysis Template

Audit your brand's competitors to find out how they're presenting themselves to potential employees—and how you can do it better.

For more details on using this template, see our

[Guide to Complete an Employer Competitive Analysis.](#)

Competitor 1

Competitor 2

Competitor 3

Brand Name

Employer Value Proposition

**Brand Heart
(Purpose, Vision,
Mission, Values)**

Website (About Us, Careers, Etc.)

Brand Positioning

Content & Messaging

**Content Formats
(Video, Articles, Etc.)**

Benefits

Competitor 1

Competitor 2

Competitor 3

Locations

**Social Media
Platforms**

**Career Site
Platforms**

**Recruiting
Channels**

**Review Site
Ratings (e.g.,
Glassdoor)**

Job Descriptions

Job Ads

**Application
Technology/User
Experience**

**Additional
Observations**

	Competitor 1	Competitor 2	Competitor 3
Locations			
Social Media Platforms			
Career Site Platforms			
Recruiting Channels			
Review Site Ratings (e.g., Glassdoor)			
Job Descriptions			
Job Ads			
Application Technology/User Experience			
Additional Observations			



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

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