



# “Branding of the Jobs Strategy”

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# Why is “Branding” important?

An established/respected brand can encapsulate;

- the values of the organisation or partnership
- the services on offer to the main beneficiaries
- the quality of services on offer
- widens access to key stakeholders for each partner
- gets you noticed in a “noisy” and competitive environment...

# Looking Back

## Joined up for Jobs;

- High recognition locally, national, internationally
- recognition is patchy, mainly within industry professionals and political circles
- JUFJ “Brand” has evolved it has not been actively managed

# Looking Forwards

## Edinburgh City Jobs Strategy;

- Pathfinder gives an opportunity to review and develop a partnership “brand” that will add value
- Aspirations within business plan highlights that our existing “evolved” brand could become an obstacle
- Any brand development must be underpinned with the quality of the offer that is provided

# Some Questions

Developing a brand requires the partners to explore;

- Who is the Jobs Strategy brand for?
  - partners, employers, policy makers.....
- What does the brand stand for and what are its values?
  - Customer focused, socially inclusive, innovative, challenging, outward looking.....
- What is the potential added value of a brand
  - appealing on an emotional and rational level
- How do you develop and protect the value of the brand?
  - Keeping our commitments, continually improving.....

# Potential “Brands....”

- Edinburgh City Jobs Strategy
- Inspiring Capital (Inspiring Jobs)
- Joined up for Jobs
- Joined up for Jobs (...adapted)
- Working Capital

# Discussion and preference vote