

2021 Top 10 Military Friendly Employer Communications plan

Background

Roche was recently recognized as a 2021 Top 10 Military Friendly® Employer, ranking as No. 8 overall for companies with \$1-5 billion in revenue. This is the fourth consecutive year that Roche has been designated a Military Friendly Employer and the first time being named to the Top 10.

The Military Friendly Award designation is determined annually through a survey that reviews information and assesses the lifecycle of military employees, focusing on what employers do to attract, hire, and develop them, and the policies and practices with which employers support them along the way.

Since 2003, the Military Friendly ® Employers list has provided a comprehensive guide for veterans and their families using data sources through continuously improved methodology, criteria, and weightings developed with the help of an independent research firm, and proprietary survey information from participating organizations.

Organizations earning the Military Friendly ® Employer designation were evaluated using both public and government data sources with responses from a comprehensive survey completed by the employer. In all, 290 employers earned this prestigious designation.

The 2021 Military Friendly ® Employers list will be published in the December issue of G.I. Jobs magazine.

Communications plan

Date	Audience	Tactic	Notes/content	Owner
10/14	Roche job seekers/general public	Add logo to Roche Careers site awards page	https://www.roche.com/careers/awards.htm	Amberly > Brigi
10/14	Roche Indy Job seekers/general public	Add logo to RocheIndy.com	https://www.roche.com/careers/our-locations/americas/usa/indianapolis_indiana.htm	Amberly > Brigi
10/16, 9 a.m.	Veterans BRG members	Email to Veterans BRG	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Amberly > Bridget
10/16, 9:30	Veterans BRG members	Veterans BRG Google Currents	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Amberly > Bridget

a.m.		community	2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	
10/16, 10 a.m.	ISOC	Email to ISOC	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Bridget
10/16, 10:30 a.m.	USLT	Email to USLT	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Bridget
10/16	Roche Indy Job seekers/gener al public	Press release for Roche Dia USA site + shared with media	https://drive.google.com/file/d/1ayqfE5lV1cIMcu86CLguCF2HEzxEskuL/view?usp=sharing	Amberly
10/19	Roche followers	Roche social media channels (LinkedIn, Facebook, Twitter, employee Facebook)	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Amberly
10/19	Veterans BRG Google Currents community	Post instructions for Roche employees and Veterans BRG members to share the news on their own social posts	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Pat
10/20	Roche employees + their networks	Social media posts that Roche employees can share on personal pages	Will need Legal review/approval https://docs.google.com/document/d/1fBUhaL8lebGGg02Yij1U6auE0STgIpS79a-fuq_kRhs/edit	Amberly
10/20	Roche employees	eNews	https://docs.google.com/document/d/1ByCHMULFmN2tOhV-tvgoxX1dXyMw4mcEt2EICWioUuo/edit#	Amberly
10/20	Roche employees	RocheTV	https://drive.google.com/file/d/1Thbzg7fkKYaX9U07Kn9Pk9ntRWs95u10/view?us	Amberly

			p=sharing	
10/20	Roche employees	Slide/speaking points content for town halls?	https://drive.google.com/file/d/10uOIHe3CdUE9Dh0ajFfJ7Ckl4SMJJvg9/view?usp=sharing	Amberly
December	G.I. Jobs Military Friendly Employer readers	½ page ad (content to be adapted from Christina Gaskins ad)	Ad space request by Oct. 23, content due?	Amberly
OPTIONS WE'RE CONSIDERING (Not guaranteed)				
TBD		Indy media pitch?	IBJ column, Inside Indiana Business Perspectives Column or Indianapolis Star op-ed about importance of hiring veterans. Include in the Indy Chamber's Monday Morning Memo. In 2021, the IBJ will also have a Workforce Development special section to pitch.	
TBD	Veterans/active military interested in learning what it's like to work at Roche	Careers blog story/package	https://www.roche.com/careers/jobs/global_service/blog.htm	