

What Is Employer Branding?

An employer brand is your reputation amongst the workforce and the employees' perception of you as an employer. Employer branding is how you market your company to job seekers and internal employees. The better you are at employer branding, the more likely you are to attract top talent.

To retain top talent, you will need a positive employer brand through communicating the company's leadership, culture and values.

What is an employer branding strategy?

An employer brand strategy is a documented approach in translating your organisation's values, approaches, and personality to your audience. It's a comprehensive offering of everything you have to offer as a workplace to benefit your most important asset - your employees.

Your employer branding strategy needs to be transparent and consistent in promoting these aspects to both your existing team and those you intend to recruit.

Goals:

- ✓ Positively distinguish your offering from your competitors
- ✓ Demonstrate why someone would want to work for your organisation
- ✓ Illustrate how your brand is developing and strengthening over time

Developing your employer brand

Know your company's unique value proposition.

To create a powerful employer brand, start by focusing on your company's mission statement, values, vision, and culture. It could be helpful to identify what your business needs are and then work backwards to understand what type of talent you need to acquire to fulfil those objectives.

Conducting an employer brand audit.

You might not be aware of your company's reputation amongst job seekers or even your own employees. You could send out internal surveys, conduct social media searches, check out sites like Glassdoor to read reviews. Research should uncover your employees' favourite aspects within your company culture that will help you highlight and improve a strong employer brand.

Employer value proposition (EVP)

After your research has been completed you will want to create a list of values and benefits that your company offers. You will also want to create an employer value proposition. EVP is a way companies attract the skills and employees they desire to help them engaged. It is how they market their company to prospective talent and also how they retain them in a competitive job market.

The benefits are a happier, and more productive workforce at a cheaper cost. It will also help improve the company's perception in the eyes of consumers.

Leverage current employees

Job seekers will want to learn more about your employer brand. They will also want to hear from and see real employees within your company. Ask your employees for feedback on how they feel working for your company by conducting employee interviews and collecting testimonials to share on your website.

You could ask your employees to post on social media when they have been on a company outing or social event. Posting pictures and articles on social media is a fun yet powerful way for your own employees to share your company's culture with their own networks.

Gain more visibility on the internet

Using more channels to provide videos, photos, slideshows, blogs, and other forms of messaging will ensure you are reaching the largest audience on whichever platform they want to be found. Use high-quality videos, photos, and text to tell your company story.

An online presence, and more specifically on social media, is essential in gaining high levels of competitiveness and attractiveness. Doing this will certainly help in the development of your company's reputation.

Create strong diversity and inclusion.

If you want to create a strong employer brand, you will have to show your commitment to building diverse teams, a stronger workplace culture, and better customer service. It is also necessary for cultivating a positive employer brand by ensuring you're extending your brand's reach to new groups of people.

For more information on EVP see our factsheet