

Employer Branding

Lesson 1: Building an effective Employer Branding Strategy

Learning Outcomes:

1. Understand the concept of employer branding
2. Learn how to effectively implement an employer branding strategy

Ask yourself the following question: Why would someone want to work for/with you?

Answer: Your Employer Brand.

Before a candidate clicks “Apply” on a job in your career site, they should have already interacted with your brand in one way or another.

Your **employer brand** is your organization’s reputation as an employer. It’s what job seekers and employees really think of you, it’s what they say about you on Twitter, Facebook and on Message Boards. Though it may not be tangible, it is an asset that requires constant cultivation.

Employer brand-ing is the process of managing and influencing your reputation as an employer among job seekers and key stakeholders. It encompasses everything you do to position your organization as an employer of choice. Your employer brand is not something you actually own, it exists in the minds of candidates and employees, and is shaped by their thoughts and impressions. You have an employer brand, whether or not you actively manage it. Candidates and employees have an opinion about you, and if you aren’t working to influence it, you’re at their mercy.

If your employer brand is compelling, your vacancies will get more applications from *talented* candidates.

Consequently, your recruiting team will need to spend less on recruiting agencies, job ads, marketing the employee brand, and+ other talent acquisition expenses. Essentially, your cost per hire will fall.

So how do you cultivate a positive employer brand?

1. Conduct an Employer brand audit

Seek feedback from candidates and employees, ask questions that will provide meaningful information about how they really feel about your company.

For Employees;

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- Why did they choose to apply?
- How would they describe the company to a friend?
- Why do they stay with the company year after year?
- Why are they leaving the company?
- Do they feel the company “walks the walk?”

For Candidates;

- Why did they choose to apply?
- How do they feel about the application process
- How do they feel about the interview process
- Why did they choose to accept/reject their offer?

You want your candidates and employees to give you this feedback, rather than read it on a public post on Glassdoor.

2. Craft your Employer Value Proposition

Today's recruitment market is very candidate driven, employees today have tons of options and are highly discerning while choosing jobs. So, how can you attract and retain top talent in this competitive market? By offering a compelling Employer Value Proposition to current employees as well as potential candidates.

But what is an Employer Value Proposition?



Employer Value Proposition (EVP) is defined as a set of monetary and non-monetary benefits provided by an organization to its employees, in return for the skills, capabilities, experience and contributions they make to the organization.

An effective EVP helps organizations and recruitment professionals establish a strong employer brand.

Components of an Employer Value Proposition

Here are five main components that your EVP should include:

1. Financial Rewards

This component of EVP addresses an employee's expectation from the overall evaluation and compensation system - the total rewards. It covers all the financial offerings like salary, bonuses, and stock options.

2. Employment Benefits

- Health insurance
- Retirement benefits
- Meal program
- Airtime
- Travel opportunities

3. Career Development

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Employees want to see the growth potential their job has to offer and how the organization can contribute to their career development. This component of EVP includes:

- Technical training
- Leadership training
- Sponsored courses (things like a CHRP certification, AMI certification or even an MBA)
- Promotion opportunities
- Opportunities to change domains

For an organisation that is unable to offer salaries at par with its competitors, offering a clear career development and growth plan can be the difference between hiring and losing quality talent.

4. Work Environment

This component of EVP is associated with factors that constitute a positive working environment. These include things like:

- Flexible working hours/Ability to work from home
- Work-life balance
- Reward and Recognition
- Team building
- Workspace design

Organizations must recognize the importance of creating a work environment in which employees thrive and do meaningful work.

5. Company Culture

This component of employer value proposition addresses the factors that constitute a great company culture, these include things like:

- Trust and collaboration
- Positive relationships between team members across hierarchies
- Team communication and support
- Alignment of employees with company goals

3. Implement your Employer Branding Strategy

Once you have your EVP on deck, you can now move on to implementing your employer branding strategy, There are several avenues you can use to promote your employer brand, below are a few recommendations;

Job Descriptions - Have you ever read a job description that was so long and filled with technical jargon that you decided to pass on applying for a job? I have, severally.

Lesson Notes

Job descriptions are often the first interaction job seekers have with your company, make them compelling and ensure they reflect your desired employer brand.

Career Page - Your career page is the anchor of your employer branding materials, making it one of the most important touchpoints with potential candidates. Compelling photography or video, employee testimonials, your core values and more can all help convince candidates that you're the place to be.

Online Reviews - One word, Glassdoor. These days, almost every job seeker reads reviews on Glassdoor before applying to a job, and coming across a negative review can stop them in their tracks. Almost all reviews come from existing/past employees and candidates, watch how you treat them. Should one or two negative reviews creep in, respond to them, it shows you actually care.

Candidate Experience - This cannot be overstated, treat your candidates like your most valued customers. Communicate on time, give feedback, show them you have time for them.

