

Talent

**Employer
branding,
done right**



// Employer branding 101

What is employer branding?

In it's simplest definition, the term describes a company's reputation as a place of work, encompassing employee value proposition (EVP), rewards and benefits, and company culture. Just like your wider corporate brand, your employer brand is what makes you different and sets you apart from the competition – except this time, you're competing for **talent, not customers**.

In high-competition industries such as technology and digital, skilled candidates are often inundated with job offers – meaning that they have a wide choice of potential employers to choose from, and their decision may hinge on an employer's reputation in the market: **their employer brand**. This means a strong employer brand is essential to attract, engage, and retain the best people into your business, and should form a key part of your overall talent acquisition strategy.



At Talent we have been helping organisations both big and small, across a range of industries to perfect their Employer brand and articulate their Employer Value Proposition (EVP). Helping them to first define their target audience, uncover internal and external data points coupled with our unique talent data sets and mapping of migrating talent. This all aligns to support their overall business objectives. It's this combination of data driven and creative employer branding services that enables organisations to gain an edge in the war for tech talent. Once this is complete, we amplify their messages and bring their brand to life

Ian Tyler, Global Strategy Director

// What's your brand?

Building your employer brand is a process, and one that's constantly evolving. While you should be working to define what makes your company special for its employees, guiding company culture through your values and purpose, and communicating it through your messaging, you cannot totally control it. After all, it's about your **reputation** – and other people's opinion of you. (When that opinion is positive, you'll have **brand advocates** – but more on these later.)

So, you may have to relinquish some control towards the end, but you will still be the one **taking the first step** in defining your employer brand. The best place to start is with your corporate brand. While you will have to adjust certain aspects of it in order to match a different audience, both brands will share many similarities. Your company values and purpose, for example, should apply to your products/services as well as the way you treat your employees.

Your employer brand will also have elements specific to your recruitment and HR processes. This includes providing a **competitive salary**, alongside all the **unique benefits, programmes** and **rewards** you offer employees. Think outside the box! Another important part will be the application and recruitment experience: how much are you asking of candidates? Do they risk being turned off if your recruitment process is overly complicated?



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// The key elements of employer branding:



Company values
and purpose



Company and
workplace culture



Perks, rewards
and benefits

// 5 questions to ask yourself:

- 1 Who are you trying to **attract** into your company?
- 2 Why should people work for **your company** instead of your competitors?
- 3 What can **you offer them** that other companies can't?
- 4 What **message** do you want to send to potential employees?
- 5 What are current and past employees **saying** about your company?



Talent regularly works with companies to develop their employer brand as part of our managed service solutions. For more insight on the importance of employer branding, take a look at [this video](#).



// Always stay flexible

Your employer brand, once defined, should **not be set in stone**. It's important that you remain **flexible** and able to take on feedback from employees about what isn't working. Conducting exit interviews is the easiest way to do this, however you should also pay attention to what your current employees are saying. Are they leaving Glassdoor or Google reviews? What comes out of their one-on-ones with managers? Which perks and benefits do they make the most use of?

As your company grows, so will your employer brand and the expectations candidates put on you. The future of work will bring its own challenges, and what you offer to solve these will be essential. **Remote working** and **flexible hours**, for example, may soon become an **imperative** rather than a nice-to-have. Talent's [recent survey](#) on working from home revealed that **77% of companies** are now more likely to consider remote working an option for their employees – don't risk being left behind!



Employees are expecting more from companies. This means that now is an opportunity to develop your employer brand to think outside the box and make your EVP fit into your vision for the future, and the expectations future employees will have.

[Darren Wells](#), EMEA Chief Executive Officer

// Showcasing your employer brand

Once your employer brand is defined (while remaining flexible), it's time to share it with the world. With a wide variety of digital communications channels at your disposition, you have more ways to interact with candidates than ever.

The first place to start is your **website**, where everything that candidates come across will serve to reflect both your corporate and employer brand – from copy to images and, most importantly, your **careers page**. When writing job descriptions, communicate why your business is different, and what candidates will gain from joining you. Highlight the **perks and benefits** you offer, but also your **wider purpose** and how it translates to a superb employee experience. In brief, just make sure to constantly **communicate your EVP**.

To attract candidates to your website in the first place, however, **social media is key**. Did you know that over **one quarter** of candidates primarily search for jobs on social media sites, like LinkedIn and Facebook? Social media allows businesses to interact directly with candidates and share human stories, giving potential employees a look into a company's culture and work environment while also sharing new job openings. The keyword here is **human** – no one wants to see boring job ad after boring job ad. Instead, why not share employee stories and testimonials, pictures from team lunches and events, or videos of your office dog getting up to mischief?



The power of social media to attract high-quality candidates shouldn't be ignored. Sharing exciting, human stories and showcasing the best things about your company is extremely important during the early stages of the candidate journey. People want to know who you are, so show them.

Faustine Ladeiro-Levent, EMEA Communications Lead

Another channel you may want to pay attention to is **online reviews**. Websites such as Glassdoor and Google My Business allow current and former employees to leave reviews of your company and share their experience working for you. So, while you don't want to cheat and order all your employees to leave a positive review, you could point people towards your Glassdoor and Google My Business pages either during a one-on-one performance review or an exit interview and ask for an **honest, unbiased** review.

// Key digital channels



Your website and
careers page



Your social media
platforms



Glassdoor and
Google reviews

People who leave you positive reviews, both online and simply by talking about you to other potential candidates, are **Brand advocates**. Brand advocates can be employees, ex-employees, or even unsuccessful candidates whose experiences with your recruitment process were ultra-positive. These are people you need to **nurture** – there are few things more powerful than word of mouth!

For example, you could **encourage current employees** to share their stories on social media, through videos or written blogs, showing why they **joined** your company and why they're **enjoying** working there, and provide additional rewards to those who do so as an incentive.

// Go out and brand it!

By thinking **strategically** about your employer brand and how it fits within your wider corporate brand, you'll start attracting **better-quality** candidates, and keep current employees happy too – leading to higher retention rates, more productivity, and an overall better working environment.



Need advice about developing your employer brand?

Get in touch with the team at Talent who can talk to you about Talent 360 and our managed service solutions.

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A blurred, low-angle shot of a city street with tall buildings and a traffic light, creating a sense of motion and urban environment.

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