

What is Employer Branding & why does it matter?



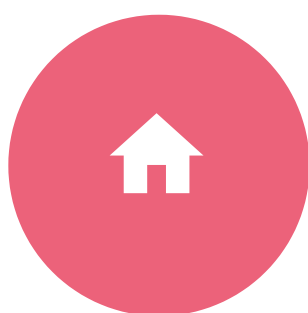
EVERY BUSINESS HAS A REPUTATION.

Whether that's in relation to the quality of your products, the helpfulness of your staff, your value for money or your ethical standpoint – a brand is characterised by the thoughts, feeling and emotions experienced by your customer when they see, hear or interact with your business.

Their products are great value for money!

BUT WHAT ABOUT YOUR REPUTATION AS AN EMPLOYER?

What thoughts, feeling and emotions do people experience when thinking about working for your business? This is what's referred to as your 'employer brand'.



Everything from the salary and benefit packages you offer to the working conditions, culture and happiness of your staff, can greatly impact the impression potential candidates have of your business. But without a positive employer brand, hiring and retaining the best employees can become challenging and costly.

50%

of candidates say they wouldn't work for a company with a bad reputation - even for a pay increase.¹

10%

Negative reputation costs companies at least 10% more per hire.²

UNDERSTANDING AND IMPROVING YOUR EMPLOYER BRAND.

1. Establish an EVP (Employee Value Proposition).

An Employer Value Proposition (EVP) should encapsulate everything your company can offer as an employer, in exchange for all the skills and experience your employees bring to the table. It should centre around your organisation's mission, values and culture, and give employees a powerful reason to work for you.

Google, for example, which has frequently been rated one of the best places to work, has an EVP which centres around valuing diversity, encouraging big thinking and embracing curiosity.

There's no one kind of Googler, so we're always looking for people who can bring new perspectives and life experiences to our teams. If you're looking for a place that values your curiosity, passion, and desire to learn, if you're seeking colleagues who are big thinkers eager to take on fresh challenges as a team, then you're a future Googler.

2. Engage existing employees.

Your EVP should form a fundamental part of your communication with existing employees. Leverage their experiences, expertise, and personalities and don't be afraid to show them off to the outside world! Employer branding starts and ends with your employees so ensure that they are engaged in the company's mission and values, and that they feel their role has a true impact on these causes.

3. Audit your recruitment process.

How well does your recruitment process reflect your EVP, and how well are you conveying your organisation's values, mission and culture?

Don't forget to consider this at each stage of the recruitment process, including placing an advert, interviewing, making an offer and onboarding.

When enlisting the help of a recruitment partner, ensure that they have an understanding of the importance of Employer Branding and have taken the time to truly understand the uniqueness of your organisation.

Sources 1. TalentNow | 2. Harvard Business Review