

9 Ways To Shape Your Employment Brand



What is Employment Branding?

Employment branding is the intentional management of an organization's reputation and value proposition amongst current and prospective employees.

Employment branding is on the rise... why?

48%

of Baby Boomers

54%

of Gen-Xers

68%

of Millennials

indicated they visit employers' social media channels specifically to evaluate the employer's brand ¹

75%

of active job seekers are likely to apply for a job if the employer actively manages their employer brand ²

72%

of worldwide recruiting leaders agreed that employer brand has a significant impact on hiring ³

How To Shape Your Employment Brand



Conduct an internal and external brand audit.

Understand the higher purpose of your organization and why employees love working there. Look to review sites for patterns and to gain an understanding of how people perceive your brand.



Get buy-in.

Socialize your brand throughout the organization; collect employee and stakeholder feedback. All must believe in and 'buy in' to the brand for the organization to have any chance of delivering a consistent message to candidates.



Activate your brand.

Once you've gained a consensus, 'activate' your brand with written materials, stories, images and videos. Recruiters are key in creating the Employer Value Proposition (EVP).



Build role profiles.

Learn as much as possible about the type of top talent you seek to hire. Use prospect and market research to understand and target your ideal hires with highly specific messaging.



Elevate job descriptions.

Use your knowledge of job seeker personas to craft impactful job titles and descriptions. Accurately communicate your organization's EVP, as well as the benefits of working at your company, in your ads.



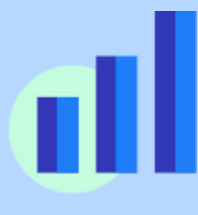
Become social media savvy.

Move beyond social recruiting as an experiment and make it a core competency. In the competitive talent landscape, recruiters have an opportunity to become social media experts to support their employment brand strategy and attract quality talent.



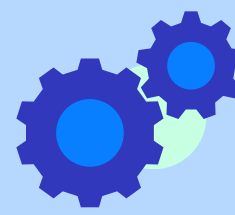
Respond to reviews and focus on referrals.

Candidates are more likely to apply for a job if the employer responds to reviews; try to respond to 10-20% of them. Employee referrals also remain a top source of new talent for many organizations. Reward those in your organization for referring great talent.



Measure, analyze, and adjust.

Just like any recruiting activity, your employment branding efforts should be continually measured. Use common talent metrics including new hire satisfaction rate, cost-per-hire, quality of hire, applicant volume, and employee retention rates to understand what is delivering ROI.



Understand and leverage technology.

Recruitment advertising solutions can help you connect with top talent by building awareness of your employer brand and targeting candidates with specific job ads. Many employers still look to traditional media though, depending on where and who they are trying to hire.