

EMPLOYER BRAND FACT SHEET



Your employer brand describes the lived experiences of your employees and the external perception of the people that you want to hire.

It's how people describe the employee experience and it's your reputation in the marketplace.

Because it's subjective, you cannot control your employer brand. Instead, you manage it through an employer brand strategy that closes the gap between the expectation, the reality and your aspiration.

The first stage involves defining the Employee Value Proposition (EVP) itself, which describes what employees can expect as part of their employee experience. This, coupled with behaviors and competencies, paints a picture of what both employer and employee can expect each other to bring to the table.

The creative expression of the EVP is what candidates and employees are most likely to recognize. It is made up of what you say (messaging), how content looks (visual identity), and how it sounds (tone of voice).



BENEFITS

A well-established employer brand positions you as an employer of choice for the talent that you want to hire.

With a better reputation, you will spend less on attraction, recruit higher quality candidates and make it more likely that top talent will proactively approach you instead of the other way around. There are numerous benefits to investing in coordinated employer brand management:

- **Cost per hire**

The more attractive you are as an employer the less it will cost you to attract top talent.

- **Recruiter efficiency**

An employer brand that attracts the right candidate while deterring unsuitable candidates will reduce the time a recruiter spends filtering and rejecting applications, allowing them to focus on building stronger candidate relationships.

- **Salary premiums**

Salary is rarely the only or the most important factor in a candidate's decision making process. Using employer brand, we can communicate the key motivations in our employment decisions: social, recognition, achievement and impact/purpose.

- **Employee turnover/attrition**

Employer brand sets up the employee/employer relationship. A candidate has joined your organization because they feel in tune with your ambitions, they understand their role and are motivated by the opportunities you have to offer. This means they will feel far greater satisfaction in their role than someone who starts on day one without that sense of connection.

- **Employee advocacy**

Employees who are engaged in their work and excited about their future at your organization begin to endorse you as an employer and become advocates for your brand.

DOES YOUR EMPLOYER BRAND WORK EVERYWHERE?

Discover how well your employer brand travels. Read our white paper.

"An employer brand isn't something you make; it's something you craft. We all have employer brands right now, whether we like it or not."

FOR MORE INFORMATION, CONTACT US

To find out more, speak to your Client Manager or contact Lee Griffiths, Head of Talent Advisory Global Center of Excellence at TalentAdvisoryCoE@peoplescout.co.uk



CX DIAGNOSTIC

Desk-based candidate experience diagnostic to look at your recruitment experience through the lens of a candidate up until the point of submitting an initial application. We score your candidate experience by looking for evidence of 40 key experience indicators. To enable you to pinpoint and prioritize areas for improvement, we split the candidate journey into six stages: search, awareness, consideration, interest, application and follow up.



EMPLOYER BRAND LIGHT

COMPETITOR BRAND AUDIT

Analysis of your employer brand and those of three competitors including: EVP positioning, channel and content review and candidate experience diagnostic.

INTERNAL INSIGHT GATHERING

Consisting of 3x senior stakeholder interviews, 3x focus groups and consolidation of findings into a proposition and key pillars.

CREATIVE DEVELOPMENT

Creation of 2x creative concepts using the insight gathered and development of chosen concept.

TOOLKIT

Creation of a toolkit to show how your chosen EVP concept can be used in a series of 6x online and offline assets including: social posts, digital banners, HTML emails and print assets.



EMPLOYER BRAND CORE

COMPETITOR BRAND AUDIT

Analysis of your employer brand and those of three competitors including: EVP positioning, channel and content review and candidate experience diagnostic.

INTERNAL INSIGHT GATHERING

Consisting of 4x senior stakeholder interviews, 4x focus groups and consolidation of findings into a proposition and key pillars.

CREATIVE DEVELOPMENT

Creation of 3x creative concepts using the insight gathered, 2x internal focus groups to test the creative concepts and development of chosen concept using insight gathered during creative testing.

TOOLKIT

Creation of a toolkit to show how your chosen EVP concept can be used in a series of 10x online and offline assets including: social posts across different channels, digital banners, HTML emails and print assets.



EMPLOYER BRAND PREMIUM

COMPETITOR BRAND AUDIT

Analysis of your employer brand and those of three competitors including: EVP positioning, channel and content review and candidate experience diagnostic.

INTERNAL AND EXTERNAL INSIGHT GATHERING

Consisting of creating and running an internal survey, 4x internal senior stakeholder interviews, 4x internal focus groups, 2x external focus groups and consolidation of findings into a proposition and key pillars.

CREATIVE DEVELOPMENT

Creation of 3x creative concepts using the insight gathered, 2x internal focus groups and 2x external focus groups to test the creative concepts and development of chosen concept using insight gathered during creative testing.

TOOLKIT

Creation of a toolkit to show how your chosen EVP concept can be used in a series of 15x online and offline assets including: social posts across different channels, digital banners, HTML emails and a variety of print assets.