

# Seven Actions Guaranteed to Build Employer Brand

Company brand matters. Applicants today want to know who a company is, not just what they do. Top talent executives know that employer brand has a powerful affect on their ability to hire top talent. It matters for your bottom line too—companies with a poor reputation pay 10% more per hire,<sup>1</sup> and 92%<sup>2</sup> of individuals surveyed by 3BL Association say they would consider leaving their current jobs if a company with an excellent corporate reputation offered them another role.

## What is your brand?

It is the look, the feel, the experience, your reputation and market status of your organization. It is organic and it drives talent.

**Employer brand is the answer to the question: why work for you?**

### 1. Be brand consistent.

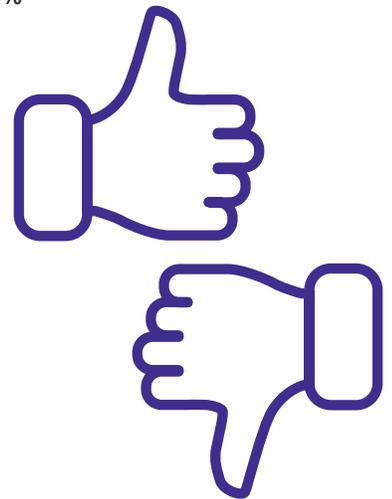
Is your employer brand in sync with your external image? During the recruitment phase are you taking steps to ensure prospective employees understand your brand? Be consistent at every touch-point including career websites, video, advertising, assessments and one-on-one conversations.

### 2. Promote your company culture.

What makes your organization tick? Share your company values and culture on your website and social media. Ask current employees to continue the story through testimonials, quotes or photos.

### 3. Flaunt employee benefits.

Make sure candidates know exactly what is in store for them. What else do you offer beyond the traditional medical, dental and vision? Tuition reimbursement, dry cleaning services on your campus, free fruit or snacks and soda? Advertise and celebrate all the fantastic attractions your organization offers.



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<sup>1</sup> "A Bad Reputation a Company at Least 10% More Per Hire." Wade Burgess, *Harvard Business Review*, March 29, 2018.

<sup>2</sup> "CR Survey: Corporate Reputation Affects Talent Acquisition." 3BL Association, February, 2016.

#### 4. Understand and match candidate expectations.

Knowing what prospective employees want must be part of your talent management strategy. The future is millennial, and their needs should be reflected in your story. Millennials are the largest generation currently in the workforce,<sup>3</sup> and one of their preferences is learning and development opportunities. Can you deliver?

#### 5. Utilize social media to recruit.

Use social media to showcase your organization's personality and culture. Millennials check social media to determine if your organization is a place they'd like to work.<sup>4</sup> They're looking for clues as to your company's culture and values to see if it's the right fit. Showcase your unique personality and job openings on a variety of platforms and sites.

#### 6. Give current employees a voice.

Don't overlook the value your current employees bring to your talent acquisition strategy. Your employees should be your evangelists and are crucial to building your brand. They will reflect the true nature of your culture. Your employees are your biggest, most meaningful investment, and their feedback can deliver impactful returns in terms of developing your culture and attracting top talent.

#### 7. Elevate the candidate experience with technology.

Create a smooth and personalized journey. Begin by using technology to streamline the job search process, the application, assessment, interview scheduling, communication and feedback. Organizations who do not prioritize the candidate experience will lose, and when candidates have a poor experience it's very likely they'll share it online.<sup>5</sup> This can damage an organization's reputation and make further hiring a challenge.

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<sup>3</sup> "Millennials Are The Largest Generation in The U.S. Labor Force." Richard Fry, Pew Research Center, April 11, 2018.

<sup>4</sup> "Retool Recruiting to Attract Millennials." Lisa Rabasca Roepe, SHRM, March 21, 2017.

<sup>5</sup> "23 Surprising Stats on Candidate Experience." Career Arc, 2018.