

Next Phase Guide to Employer Branding

How to Enhance your Employer Brand

Curate a great candidate experience

Potential employees have an equal say in the Employer Brand, especially in social media on the basis of their recruitment experience. So, it becomes imperative to curate a delightful candidate journey, focused on making all the candidates feel respected, valued and treated equally and fairly.

Also, ensure that the job posts on career sites, social media and company career pages are attractive and appealing, helping connect with the target candidate pools. The onboarding experience is a great way to start a cultural immersion and so must be designed with utmost care.

Going digital with the right tools

The technology or tools being used on the career site, the speed of selection processes, effective communication, or anything that you do or invest in to make recruiting simple and easy for candidates will eventually affect the company's employer brand. This calls for finding the right tools that enhance the hiring process.

As candidate experience has a direct influence on employer brand, recruiting teams can leverage the latest tools in candidate experience like CRMs, AI-based chatbots, candidate nurture engines, etc. For example, investing in innovative CRM tools could bridge the gap between candidates and recruiting teams throughout the hiring process, creating a positive candidate experience and thereby enhancing the overall employer brand.

Consistency in social media and other platforms

With easy access to information digitally, most candidates tend to rely on the company reviews shared on various social media and review platforms. In such digital platforms, the current and former employees of the organisations turn out to be very candid about their experiences.

Any negative comment can result in a red flag to potential employees and even customers. As part of the employer branding strategy, each organisation should spend time in addressing the negative comments. Instead of being defensive or covering up, showing how the company is working to improve on those factors, shows how much the company cares for its people.

Sharing the company's work culture

Companies can adapt some of the below activities in their marketing campaigns, so as to create a better employer brand and also attract new talent to the brand:

- Frequent blogs on company events, work culture, company hiring process, benefits, etc.
- Social media posts with photos and videos of the events, work culture, employee highlights, etc.
- Video testimonials from employees sharing their positive experience in the company and making them part of the branding exercise
- Talk about the value company gives for candidate experience and employee experience
- Making these types of content easily available for potential candidates, and even prospect customers will add value to the overall employer brand.

Ensure career growth and training for employees

Creating new opportunities for employees, to learn and grow, creates a positive impact on the overall employer brand. This acts as a deciding factor for candidates when choosing to work with a company. Why would a potential candidate with great skills choose to work for a company if there is no indication of growth opportunities or training potential? When an organisation is willing to invest in training programs and skill development activities, it attracts new employees to the brand.

Employer Brand survey

Do a thorough research of the Brand reputation on social media and other channels – listen carefully and objectively to what former and current employees and other stakeholders have to say about the organisational culture, leadership and work, especially the recruitment process. Create an actionable list of things that have been working well and others that need to be improved to improve the Brand image.

Define & articulate Employee Value Proposition

The EVP represents the benefits and rewards offered to employees in return for the value they bring to the organisation. Compensation, stability, flexibility & respect for their contributions, skills and commitment constitutes a meaningful EVP.

A powerful branding tool, it is important to have a well-defined and compelling EVP based on the company vision, values & culture, which is continuously refined based on employee feedback. Advertising and active promotion of the unique and enriching work experience for all the company stakeholders is key to engaging customers, current and prospective candidates alike.

Align policies to values

While creating a compelling EVP for employees, it is important to walk the talk. Hence the need to review and redo policies to be in alignment with the core vision & values of the company. It brings authenticity to the Brand story and is key to evolving a strong Employer Brand.

Effective employee feedback process

Employees have the potential to be the best promoters or the worst detractors depending on the quality of their work experience. So, while working on creating a rewarding and consistent work experience, it is equally important to provide them a platform to voice their opinions anonymously.

It is just as important to review and act upon the feedback received objectively. Look for patterns and areas of concern and get to the bottom of these recurring issues. Present the findings and observations with an action plan to employees to acknowledge them and showcase the company's commitment to resolving them judiciously.

Create strong Brand Ambassadors

Employees are your most powerful branding tools, helping spread the good word faster and more credibly than any branding post, video or article. Turn them employees into your brand ambassadors by encouraging them to update their social media profiles, post favourable reviews on various impactful social media channels and show their pride in the company brand.

Create a robust DE&I program

Commit to creating a diverse and inclusive workforce to create a strong Employer Brand with better business outcomes. Hire for diversity, cognitive and otherwise, helping improve the company work culture with more innovation and better solutions. Use the company's and employees' personal social media handles to promote the reputation of being a fair and inclusive employer.

Employer Brand Strategy

Set Employer Branding Goals

Devise a clear set of goals around key objectives to be achieved with the enhanced Employer Brand. The categories of goals could be about the Candidates i.e. number, diversity or quality of applicants, or Recruitment cost, related to reducing the cost of hiring and improving the time to hire talent or about the Business impact.

Create a Candidate Persona

Translate the ideal employee character traits on the basis of the Employer Brand Strategy into a candidate persona to hire against. Here, it is important to look for a great personality, attitude and skills, in that order. These hires would be able to contribute meaningfully to the objectives of the Employer Brand Strategy.

Define the EVP

Define a compelling and attractive EVP closely aligned to the company vision, values & culture. Refine and promote the EVP based on employee feedback received on what they love and what they aren't too enamoured with.

Define channels of branding

Define the social media or other promotion channels that align with the Employer Branding objectives, vision and values, based on presence and engagement of the target audience.

Measure & Improvise

Measure the results of the Employer Brand Strategy against the goals and targets set on a periodic basis. Based on the results, evaluate progress and make changes or improvise strategy to forge strongly on the Employer Brand goals set.

Conclusion

Employer branding is the key to a company's ability to attract and retain exceptional talent which leads to overall growth and success. Get it right and a positive employer brand will not only attract the best talent to the team, but it will also help current employees continue to feel personally connected to the company.

Creating a positive employer brand is a team effort and best achieved by a top-down approach. An enhanced employer brand could be the single biggest weapon in your favour and help you stand apart from your competitors.