

## HR Essentials – How-To Guide

### *How to Focus on Employer Branding*

You'll know that a company's reputation is vital in attracting customers and increasing revenue. But another crucial role often forgotten is that an employer brand attracts the best candidates on the market too.

It's important to consider employer branding in your recruitment process. Due to the current economic climate, today's job market is highly volatile; as a result, it is more important than ever for companies to focus on their employer brand to ensure they can recruit and retain the best talent on the market.

Your business needs to be perceived as an attractive workplace; potential employees value the shape of their place of work, even when compared to other important incentives like financial gain.

### What are the benefits?

#### Financial Gains

A robust employer brand can help to attract and hire the best candidates on the market, the kinds of employees that share enthusiasm and passion in their role that will filter through your teams. It also reduces attrition, allowing your company to focus savings on recruitment into other business areas, such as employee development.

#### Commitment

When a company understands the needs of its staff and caters to employee development, a positive work environment and supplies the tools to allow employees to excel in their roles, they inspire commitment and increased performance within the business.

#### Company reputation

A visibly powerful reputation enhanced through positive reviews, employees proud to work for the company, and healthy retention have significant leverage to seek top talent.

### Where should you focus your efforts?

#### Attract Great Employees and Retain Existing Ones

A trustworthy employer brand will create a community of existing employees that are proud to work for your company and choose to stay longer. An organisation with a solid employee-centric work culture is also a strong selling point for new candidates; it is essential to showcase your company's culture throughout your branding touch points - online and offline.

#### Reduce Recruitment Costs

Cost saving is on everyone's mind; an attractive employer brand means you can save on recruitment costs by attracting candidates instead of chasing them. Reputation is key; candidates will seek out organisations that are well-known for their employer brand, saving costs on recruitment.

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#### **Employee Reviews**

Job seekers research key businesses in many ways, one of which is employee reviews. Encouraging existing employees to share positive work experiences on platforms like Glassdoor or LinkedIn will support your employer brand strategy. When existing employees advocate for your brand by sharing inside knowledge of their accomplishments and yours, it will empower your company and attract top talent.

#### **Employee Engagement**

An employee-centric brand consciously engages employees in its company culture, encouraging improved productivity and profits. Rather than focusing time and finances on filling a high turnover of positions, your company can entice better potential candidates for new roles. Showcasing your values, vision, mission, and environment means employees will provide a connection with job seekers.

#### **Demonstrate Your Focus on Culture and Diversity**

Culture and diversity are priorities for many candidates in the modern market; employees and candidates want roles to be enjoyable and rewarding. Promoting various elements of your employer brand, such as environment, culture, and employee perks will give you a unique edge in the market.

#### **Digital Aptitude**

Digital aptitude will attract strong technical candidates. With fast-moving technological advances, employees can adapt quickly and suggest technological advances that will drive your business forward, save time and money and attract candidates with a focus on elevating your company.

#### **Essential action points to focus on**

##### **Focus on Your Online Presence**

Ensuring your websites and social media profiles are up-to-date and user-friendly is essential; update relevant information, write regular blogs, and ensure your message is clear and your branding is consistent. Guarantee your company page is attractive - include engaging content, share articles of relevance and positive reviews.

##### **Monitor and Analyse Reviews**

In an age where technology is so present, employees share reviews about their employers, the good and the bad. Ensure your company profile is set up on platforms like Glassdoor and LinkedIn and respond to reviews to show that you care about what is being said and are willing to listen to valuable feedback. You can also invite your employees to share their experiences on these sites to increase your company's presence.

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#### Understand Your Employees

Monitoring staff turnover is paramount for every business, understanding it is even more critical. Are your current employees engaged and motivated? Do you know what they want to achieve in their careers, what attracted them to your business in the first place and what is retaining them? Use this insight within your strategy to improve your employer brand.

#### Create a Strategy

Conveying a solid employer brand only happens after creating a focused strategy. Start with what makes your company unique, its mission, values, and goals; getting clear on these will help you to deliver your strategy and align with excellent candidates.

Create something that people want to be a part of; ensure you remember your current employees while focusing on retaining new talent. Consider your management team style, development opportunities, and how you can improve the employee experience.

Don't be shy - the only way people outside of the business can know what is happening on the inside is to ensure people hear about your business - utilising online platforms such as blogs, social media, and podcasts is a great way to share more about your employees, culture, and victories. You can share case studies and behind-the-scenes insights to increase interest and connect with your audience.

**Please contact us for further support or advice on crafting your employer brand within your organisation effectively.**