



Employer Branding:

Everything You Need to Know

Every company has its reputation. Whether it includes thoughts about your products, services, or your leaders and team members, a reputation can really inspire a specific perception of your company. Why does a company's reputation matter? Simply, it can affect the perception of people who see your ads, use your products, and how people talk about your company as a whole. That reputation is known as your brand, and it can be powerful.



What Is Employer Branding?

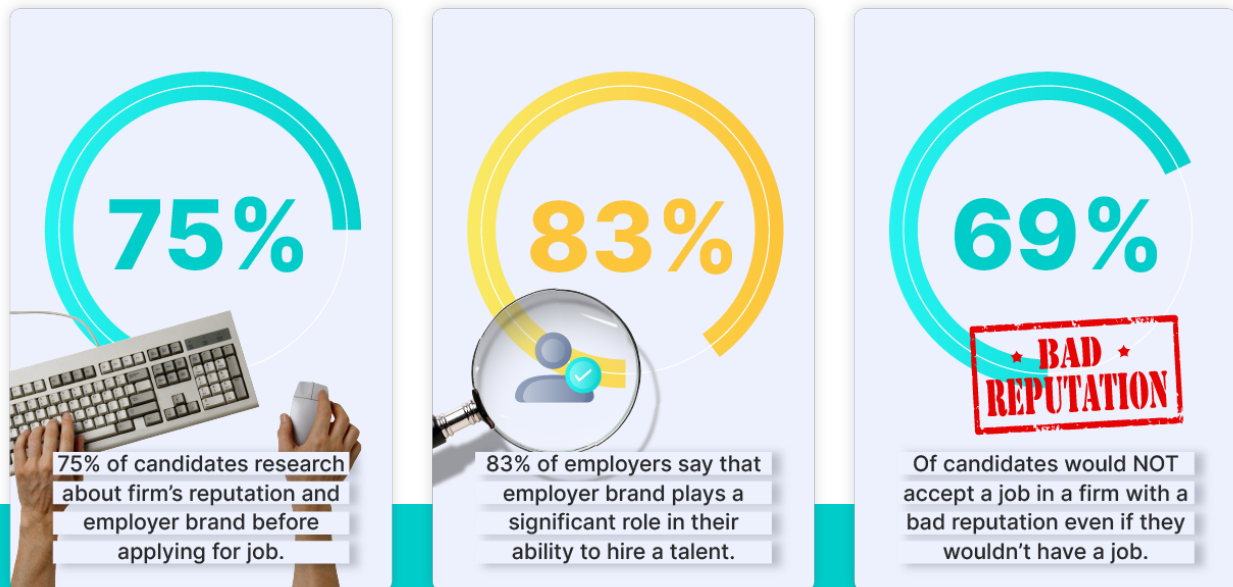
The recruitment industry is full of buzzwords, and employer branding is one of the most popular. As mentioned, your employer brand is your organization's reputation as an employer. In simple terms, it's what job seekers and employees really think of you. It's what they tell their friends and family when you aren't around.

Employer branding is the process of managing and influencing your reputation as an employer among job seekers, employees, and stakeholders. It encompasses everything you do to position your organization as an employer of choice.

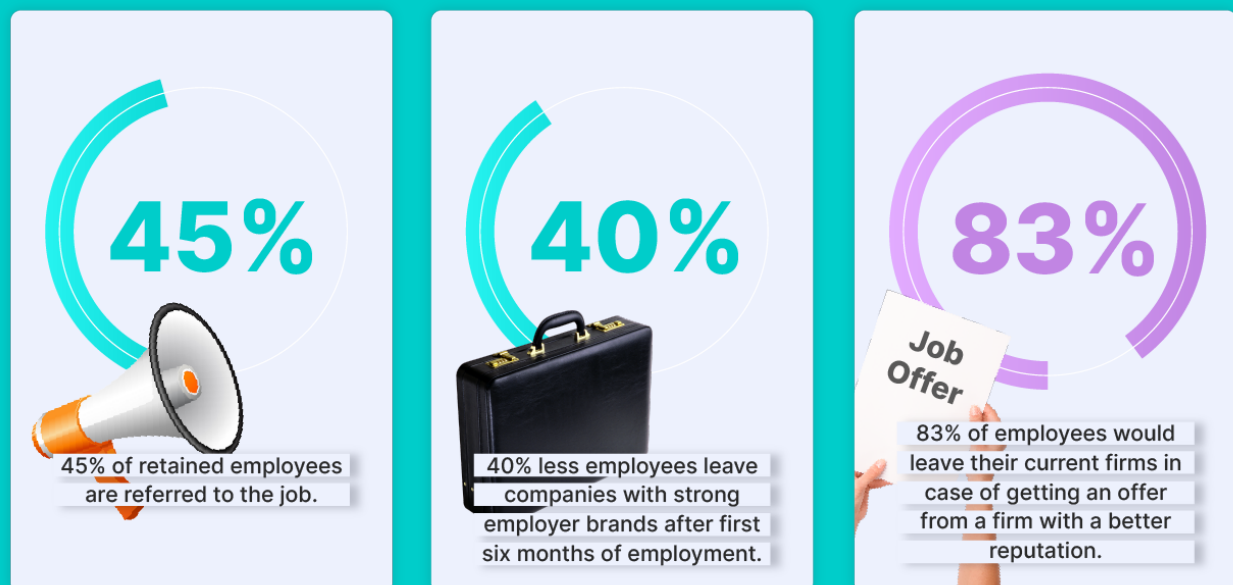
Why's Your Employer Brand Important?

Employer brand, now more than ever, has a direct impact on talent acquisition as well as employee retention. As the workforce becomes more fluid and the market more competitive, the days of employees sticking with one company are over. In order for employers to adapt to these changes, they must take proactive steps toward attracting and retaining top talent, and to do that; they need to work on their employer brand.

Importance of Employer Brand for Attracting Candidates:



Importance of Employer Brand for Retaining Employees:



Benefits of Strong Employer Branding



Healthy company reputation:

Win over on-the-fence candidates.



Strong company culture:

Strengthen employee retention.



Positive brand perception:

Entice others to view your brand in a positive light.



Talent acquisition:

Attract talent without the need for higher pay.



Young talent magnet:

Attract young and enthusiastic candidates that can grow with you.



Employee referral advantage:

Make it easy for employees to refer connections to open roles.



Diverse work environment:

Attract candidates from various backgrounds.



Career development journey:

Boost your ability to retain top talent for longer.

How to Build a Strong Employer Brand

Now that you know what employer branding is and why it's essential for recruitment and retention, how do you actually build a strong employer brand or enhance your current one?



1. Conduct an Employer Brand Audit

You can't build or enhance your employer brand if you don't know what people think about your company, so an employer brand audit is the first step. This is necessary to uncover how the company is currently presenting itself to candidates and employees and what those people actually think about the company.

First, examine everything you're saying to candidates and employees that could impact their perception of the company, including:

- **Job descriptions**
- **Career page**
- **Social media profiles**
- **Acceptance & rejection letters**
- **Onboarding material**

Then it's essential to ask for feedback from both candidates and employees. Remember, the idea here is to understand how they really think and feel about the company, so be sure to ask questions that will provide meaningful insight.

- How would they describe the company to a friend?
- Why did they choose to apply?
- Why did they choose to accept/reject their offer?
- Why do they stay with the company year after year?
- Why are they leaving the company?
- Do they feel the company lives up to what they stand for?


Once you've collected enough data for the employer brand audit, it'll be able to help you identify the gaps that exist between how the company is presenting itself and how it is perceived by candidates and employees.



2. Craft Your Employee Value Proposition

People need to know what your company's all about before they can apply to an open role and commit to working for your organization. That's why it's essential to establish a clear-cut unique value proposition.

Your employer brand is the reflection of your Employee Value Proposition (EVP), which is made up of 5 blocks: **Compensation, Benefits, Career, Work Environment, and Culture.**

				
Compensation	Benefits	Career	Environment	Culture
Salary Satisfaction	Time off	Career development	Work-life balance	Mission
Fairness	Insurance	Training	Autonomy	Values
Bonuses	Flexibility	Evaluation & Feedback	Role & responsibility understanding	Support
Evaluation System	Remote work	Mentorship	Atmosphere	Trust
				Collaboration

Your employee value proposition is a set of values that you, as an employer, offer to your employees, and use as a magnet for attracting new hires. Basically, what is in it for your employees and candidates? Besides attracting candidates, your employee value proposition can help you engage and retain employees. Contrary to popular belief, EVP is much more than a big paycheck and a list of great benefits, it's a comprehensive offering that companies provide to their employees.

Think of your EVP as the guiding light of your employer branding efforts. By crafting your company's Employee Value Proposition, you already have a clear and better understanding of what your employees and candidates really want, and on your way to enhancing your organization's brand.



3. Implement Your Employer Branding Strategy

Once you've conducted your audit, spoken to your people, collected the necessary information, and now understand what people actually want, you should be ready to take your message to the masses. There are multiple different avenues you can utilize to promote your employer brand.

Job Descriptions - Job descriptions may not seem like the place to let your personality shine, but they're usually the first interaction job seekers will have with your company so make sure they reflect your employer brand.

Career Page - Your career page is the anchor of your employer branding materials, making it one of the most important touchpoints with potential candidates. Lively photos or videos, employee testimonials, your core values, and more can all help entice candidates.

Candidate Experience - It's crucial that the experience that candidates have, right from the start, aligns with your employer brand and that they see themselves working for you or you're almost guaranteed to lose them.

Whatever direction you decide to take to build your strong employer brand, be sure that your strategy emphasizes the aspects of your company that set it apart while presenting information in an accessible and engaging format.



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