

We're Storm2

# HOW TO BUILD AN EMPLOYER BRAND



# WHAT IS AN EMPLOYER BRAND

All companies have an employer brand, whether they choose to or not. It is their reputation as a place to work, and is often described as “what people say, when you’re not in the room, about what it is like to work for you”.

That essentially means all of your recruitment activities can have a huge impact on your employer brand.

Therefore it is vital that you are tailoring every step of your recruitment process to try and create an employer brand which will mean more applicants for your vacant positions.

This paper will give advice and examples of how you can positively impact your employer brand.

There are some great stats on the importance of an employer brand, that can be found here:

<https://everyonesocial.com/blog/employer-branding-statistics/>

# BEFORE WE BEGIN

Before you begin, it is essential you understand three things:

- A. Your vision (where you want to be), mission (the purpose you are serving) and values (the behaviours you need to achieve that purpose) as a business
  - Some great examples of these can be found at <https://blog.hubspot.com/marketing/inspiring-company-mission-statements> & <https://inside.6q.io/190-examples-of-company-values/>
  - A great book about this is called "Start with Why" by Simon Sinek
  
- B. What people currently say about your business as a place to work
  - You can use free survey programs such as "SurveyMonkey" or "Google Forms" to carry out a survey on what people who work for you say about your company
  - Use already created surveys from companies such as "Link Humans"

# BEFORE WE BEGIN

- C. Who the people are that you are selling your employer brand to
- You can create a buyer-persona to understand the type of people who work for you, or who you are looking to hire
  - Hubspot have a free template to create one here: <https://blog.hubspot.com/marketing/buyer-persona-research>

Your vision, mission and values must be in line with your current employer brand. A mismatch means that there potentially will be miscommunication from different people in the interview process.

# ENGAGING TALENT BEFORE THEY APPLY

When people are interested in joining you, they'll scour your media to get to know more about you.

Millennials are twice more likely to research a company beyond the company website than the generation before ([CareerArc](#)).

Therefore creating a strong employer value proposition (EVP) is really important.

Your EVP is all the reasons why a candidate should join your company over others.

This should include your vision, mission and value statements, and showcase your company culture and the benefits you offer.

# ENGAGING TALENT BEFORE THEY APPLY

What is super important is that this is a true reflection of your business.

If the EVP is misaligned with your actual culture, candidates will see that at interview stage and will be put off by the experience.

Hence why carrying out an employer brand survey is vital.

It is important that you can communicate this EVP in as many ways as possible to make sure it is available to the market.

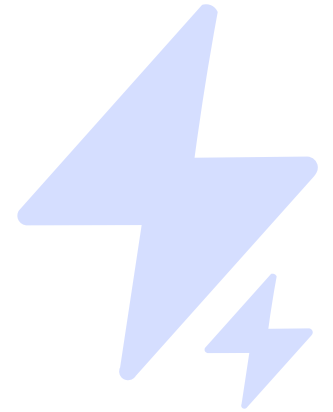
Initiatives should include both internal and external communication, don't underestimate the influence of your current employees. A great example is of how is [here](#)

A great example of an EVP is HubSpot, which you can find [here](#)

Accenture also have a video on their careers page as an example [here](#)



# THE APPLICATION & INTERVIEW PROCESS



78%

78% of candidates say the overall candidate experience tells them exactly how an organisation looks after its employees ([Talent Adore](#))

22.9

The average recruitment process (from application to job offer) takes 22.9 days ([Glassdoor](#))

This means that how you handle a recruitment process is really important to maintaining your employer brand.

If candidates have a bad experience, not only will they be unlikely to want to join your business either now or in the future, but with social media they are able to share their negative experiences far and wide which will mean other candidates could feel the same.

# THE APPLICATION & INTERVIEW PROCESS

There are three steps you can take to ensure you develop a strong employer brand during this part of the process

## **1. Outline the steps of the interview process and how long the process will take in job advertisement**

- The candidate will therefore not feel negative if it takes as long as you stated initially

## **2. Create an application and interview process which is as close to 3 weeks long as possible**

- Provide feedback to applications within a week of the application happening
- Keep the process down to two interviews, one week after the other

## **3. Have a process to give candidates detailed feedback following on from their interviews, whether it is positive or negative**

- You could use a form template to provide that feedback, such as the template in the link here:  
<https://bestpractices.clearcompany.com/assets/downloads/Interview-Feedback-Form.pdf>



# PROTECT YOUR BRAND

Unfortunately you can't always control your employer brand. Naturally there will be people who view your brand negatively for a number of different reasons.

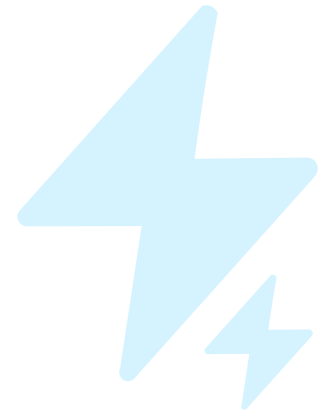
The main culprits for this will be people you have rejected for a job, or people who have left the business.

They'll quite often write negative posts on social media, or speak to their peers to create a negative perception of your business.

Whilst the previous steps will make headway to making sure this isn't the case, it's important that you're constantly keeping an eye on how your brand is perceived in the market, and take action as a result.



7 out of 10 people will change their perception on a brand if the company responds to a review [G2 Crowd](#).



# YOUR EMPLOYER BRAND CHECKLIST

- ❑ Read [this article](#) to understand the impact of employer branding on your business
- ❑ Hold a strategy meeting to define your mission, vision and value statements
- ❑ Carry out an anonymous internal survey with current employees to understand what they say about working for your business
- ❑ Audit your social media sites to see what people are saying about working for or interviewing with your business
- ❑ Create a persona for the types of people you're looking to hire
- ❑ Create an EVP document that people can download and share this with recruiters



# YOUR EMPLOYER BRAND CHECKLIST

- ❑ Make sure your EVP, vision, mission, values and branding are aligned across all media
- ❑ Build a social media strategy to share your EVP on a regular basis
- ❑ Outline the steps of the interview process and how long the process will take in job advertisement
- ❑ Create an application and interview process which is as close to 3 weeks as possible
- ❑ Have a process to give candidates detailed feedback during the process
- ❑ Create a weekly or monthly reminder in your diary to carry out an audit of your social media



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