

How to Build a Great Employer Brand

Getting the right people to join your team is a big deal, especially when you want the best of the best. These top-notch individuals aren't just looking for any job—they're on the lookout for a company with a brand they can trust and recognize. So, if you're a company aiming to bring in the crème de la crème of talent, your leaders must know the ropes of building a standout employer brand.

But it's not just about looking good for potential hires. A strong employer brand also boosts your company's reputation among your current employees. If you're in the process of enhancing your employer brand for talent acquisition, we've got some practical tips that could be your secret sauce.

Let's keep it simple and break down the key points:

Think Beyond Your Logo Or Slogan

Your brand isn't a logo or slogan. It's the governing principles for how you conduct business and take care of your employees and customers. HR is at the forefront of attracting new talent and developing current talent. Your brand is reinforced (or ruined) by every interaction with HR and the focus should be on creating exceptional experiences for the applicants/employees.

Lead With Your Values

Lead with your values and company culture transparently. You can do this by making a prominent page on your website that outlines your corporate culture and structure, or even by providing a downloadable brochure about your business to

potential applicants. The employer brand starts with visibility and clarity, so be open from the start if you want to impress job seekers.

Team Up With Marketing Experts

HR should partner with marketing Experts to promote the company brand, particularly in hiring and onboarding. From the website to the job ads, recruitment efforts should sell the position and the company to attract qualified applicants who resonate with your company's values, mission and culture. During interviews and onboarding, HR can further promote that triad to boost engagement and retention.

Share Your Story

A big part of employer branding is sharing your story with applicants and employees. We have a unique history, and our applicants and employees need to understand our history and legacy. For an employee to truly become passionate about our mission and values, they have to have a solid understanding of who we are and how we got to be the successful organization that we are today.

Personalize Your Storytelling

The employer brand needs to be authentic. Potential candidates want to hear from other employees, not corporate or HR. They want to know why people stay at your company. What makes it special and different? Showcase real employee stories on your job sites and social media accounts.

Stand Out From The Crowd

Leaders should identify what makes their company different from all the rest, then turn up the volume, speak to it, post it on social media, and add it to the company web pages and LinkedIn profiles. Demonstrate why it's so great to work at

your employer and highlight the “specialness” that makes you unique from all the rest. Everybody has one.

Understand The Expectations of each Generation

Five generations are working alongside each other: traditionalists, baby boomers, Gen X, millennials and Gen Z. Employers must understand the expectations of each generation with a brand that speaks to the individuality of each group. And the days of siloing talent – treating permanent and contingent separately – are long gone. Put simply, it’s all talent so the brand needs to cater to all.

Ask Employees To Be Brand Ambassadors

We let all of our employees speak out about our brand. In essence, our employees serve as highly credible brand ambassadors. We built a social media campaign around individual employees talking about their favourite perks (we called it “the icing on the cupcake”). All of our employees meet new candidates during the interviewing process, sharing their perspectives about our business and culture.

Ensure Continuous Employee Development

The promise of continuous employee development is one of the strongest organizations can make to potential employees. Nearly every employee is motivated by the prospect of investment in professional growth, so if an employer brand can stand for commitment to learning and development it will stand out. Stories highlighting employees who have benefited are key in “marketing” this brand advantage.

Utilize Social Media To Advertise Your

Brand

Social Media Channels are great ways to keep favourable talent in the loop and give insight into your employer brand. Highlight information that shows balance, diversity inclusion and overall appreciation for the people who work for you. Your brand is about how you serve others and that is the connection that most people are looking for in strong employer brands.

Sell Only What You've Got

Know your company's values and standards. Don't market ideas and what you are planning to implement soon. Be confident in what you are and represent as a company and you will find the talent that suits your needs. Top talent includes cultural fit, as well.

Share Employee Videos

Start by sharing short videos on your social channels. Videos should include testimonials of current employees and what they love about their job. Even companies with little to no budget for employer branding can see fast results with this method. Employees who are featured will also share on their social channels and will influence their networks to seek out your employment opportunities.

Final Remarks:

In conclusion, building a successful employer brand is a strategic imperative for any company aiming to attract and retain top-tier talent. Recognizing that the most skilled employees prioritize a brand they recognize and trust, leaders must adopt a comprehensive approach to shaping their organization's image. The tips outlined here emphasize the importance of going beyond mere symbols like logos or slogans, and instead, focusing on the principles that govern business conduct and employee care.

Leading with values and transparently showcasing company culture, collaborating with marketing experts, and sharing the unique story of the organization are crucial steps in creating a compelling employer brand. Personalizing storytelling, standing out from the crowd, and understanding the expectations of different generations further enhance the attractiveness of the brand to a diverse talent pool.

Encouraging employees to become brand ambassadors and investing in continuous employee development reinforce the commitment to professional growth, making the employer brand even more appealing. Leveraging social media channels for advertising, showcasing diversity and inclusion, and being authentic in marketing efforts contribute to a strong employer brand.

Ultimately, the key is to sell only what the company genuinely represents. Confidence in showcasing the company's values and standards, along with sharing employee videos and testimonials, creates a powerful narrative that resonates with potential candidates. By following these tips, organizations can not only enhance their appeal to top talent but also build a positive reputation within the broader employee community, setting the stage for sustained success in talent acquisition and retention.