Improve employer branding

and attract top talent

isl Recruitment

What is employer branding?

94%
OF CANDIDATES ARE LIKELY TO APPLY TO A JOB IF A COMPANY ACTIVELY MANAGES ITS EMPLOYER BRANDING

Via iCIMS

Employer branding is the term used to describe a company's reputation as an employer and how it's perceived by future employees.

Strong employer branding is what makes your company stand out from the rest, but what is most appealing to candidates?

According to the LinkedIn Global Talent Trends report, candidates find these the most valuable:
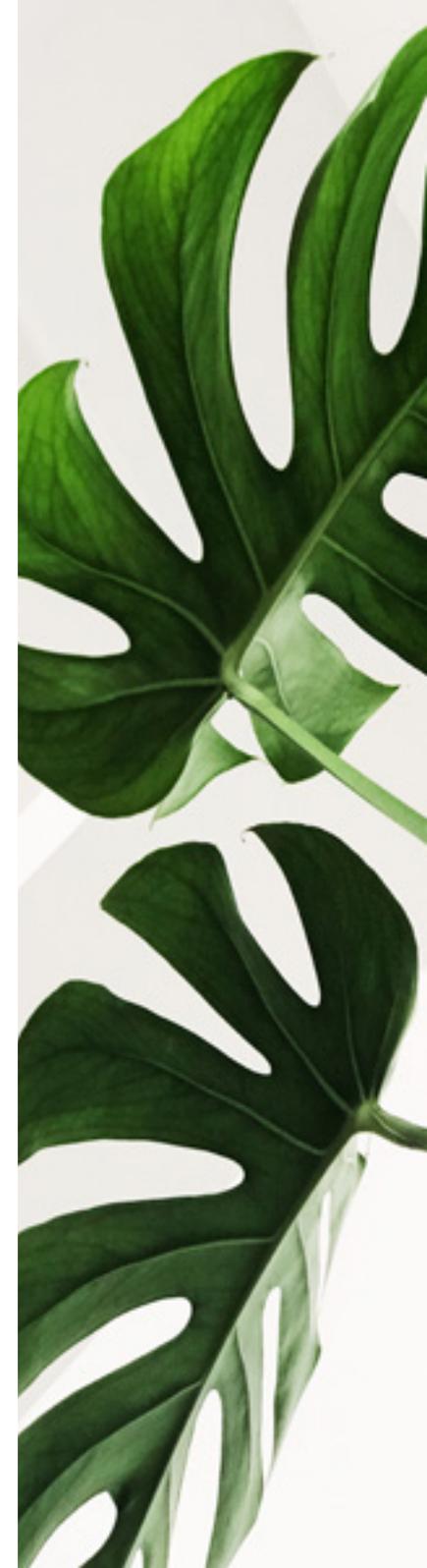
1. Culture & values
2. Perks & benefits
3. Mission & vision

Follow these 5 steps to improve your employer branding

1. What is your current company story?

Are you aware of the impact your employer branding currently has on candidates?

a. Start by looking at your website. Is it telling a clear story about your company culture and values? Is there a clear candidate journey pointing towards your careers page?

b. Review your careers page- it's not just for listing your current positions, it also should clearly tell the audience why they want to work for your company. Are you featuring any of the below here?

    i. Photos of your team- (days out, lunch and learns, meetings, having fun,) anything that brings your company culture to life

    ii. Videos- Create a company video showing off your culture, office space and team activities. Anything from team lunches, drinks on a Friday, breakfast ordered in, office competitions or trips out.

    iii. Links to social media channels that are clear and easy to find- not just hidden at the bottom in the footer!

    iv. Clear progression journey- will candidates understand progression options from your careers page? Adding progression information as charts and visuals will make it very clear that employee development is important to your company. 1 in 5 employees will leave their roles due to lack of progression, so stating this from this offset will attract talent.

    v. Photos of the office + any additions that are worth noting, such as beer taps and dog friendly offices

    vi. Values- how do you highlight these? Don't just list them off, explain how these translate into the day-to-day at your company.

    vii. Employee testimonials / case studies

c. Read through your current job ads- are you feeling inspired or have you dropped off half way through reading? Keep these short and snappy, using lots of buzzwords.

d. Every social media page tells a story, what is yours saying? Is it portraying your company culture accurately? Are you showing an emotive / human side? If not, feature this into your future social media planning.

    i. Take note of what content has had high engagement rates and what hasn't worked so well to continuously strengthen future campaigns.

2. What can you learn from your competition?

Conducting regular competitor analysis means you'll have a better understanding of what you're up against in your current market.

You'll need to find out:

a. What do their websites say about them? Is there a clear customer journey in place?

b. How do they present themselves through their social media channels? Are they presenting a clear company culture- do you get a sense of what it would be like to work for them? Are they being mindful of CSR (corporate social responsibility) and how well was this perceived by their audience? Which campaigns worked better than others that you could potentially adapt?

c. View their job descriptions- what engaged you when reading them? And what didn't? Make a list of sentences and buzzwords you like.

89%

OF HR PROFESSIONALS AGREE THAT A STRONG EMPLOYER BRAND GIVES AN ADVANTAGE OVER COMPETITION

Via iCIMS

80 percent

of talent leaders agree that employer brand has a significant impact on their ability to hire great talent

Via LinkedIn Talent Trends Report 2017

3. Strong employer brand starts internally

84%
OF PEOPLE TRUST PEER-TO-PEER RECOMMENDATIONS OVER ANY FORM OF MARKETING

Via the Drum

Here are some ideas to grow your branding internally:

a. Engage with your employees, encouraging them to write online reviews on Glassdoor or Google Business- 70% of people look at Glassdoor reviews before they accept a job opportunity.

b. Ask your employees to fill out an employee engagement survey to measure internal happiness. Keep note of what you're doing well, and keep it up, but more importantly, understand what you aren't doing so well and amend it.

c. Once you have a backlog of great feedback- screenshot your reviews and share these on your company's social profiles, showing that your reviews are genuine.

4. Now to focus on how you're being perceived externally

72% of candidates spend more than <u>an hour researching</u> a job before applying.

Yes, that means your employer brand is being judged before they've even sent their CV to you.

Hopefully, if you've executed point 3 well, they will find a trail of happy employees. Here are some other ideas you can give a go:

a. So you've got a social media strategy to promote your brand, but which social media channels are you going to focus on? Can you confidently say, you know exactly where your target audience is? To find out:

    i. Experiment with your social media channels and analyse how well your posts are doing.

    ii. Take note of which themes or stories are doing well.

    iii. Which social media channels are getting the most engagement? Which aren't?

    iv. Dependant on who you're trying to appeal too, you might better turning your attention to Instagram, Snapchat and Facebook stories.

b. Once you know where your audience is looking, put good content in front of them. Think visual- bright and appealing images and videos.

c. Make sure your written content <u>is authentic</u>. Research suggests that if your messaging comes across as corporate or unauthentic, candidates will be deterred.

d. Promote a cause you love- 50% of candidates said that a company's CSR policies influenced whether or not they accepted a job offer.

    i. Consider introducing policies such as paid charity leave days- where your employees can take a day volunteering at a charity of their choice.

79 percent

of job seekers are likely to use social media
in their hunt for their next job

Via Link Humans

5. Once you've gotten their attention…

So you've gotten their attention, and now it's over to you. No pressure. But their first impressions mean everything- if you provide a sloppy or inattentive hiring process, you will fail to convert top tech talent. Of course bad reviews will happen from time to time, but here is what you can do to narrow the chances of one down:

a. Technology is your friend. Find the right technology to aid your hiring process and you'll be providing a seamless experience for your candidates in no time. Many aspects can be made easier, depending on what you need refining, including;

    i. Job search

    ii. Applications

    iii. Candidate assessment

    iv. Interview scheduling

    v. Surveys for feedback

b. Ask each candidate to fill out a survey to gain insight into your hiring process before they leave- keep note of what you're doing well and most importantly, what you can improve on.

76%
OF CANDIDATES ARE EXPLICITLY LOOKING AT WHAT MAKES A COMPANY AN ATTRACTIVE PLACE TO WORK

Via iCIMS

50 percent

A strong employer brand leads to 50% more qualified leads

Via Link Humans

Don't second guess something as important as employer branding. Take the time to learn from your employees and competitors to understand whether you're positioning of your company and culture is as effective as it could be! It's what will make your hiring process super slick.

If you're after more helpful content, you'll like these:

Looking to increase the diversity, inclusion and belonging in your company? Download our mini-report to access how real tech companies tackled their lack of diversity and made their hiring process less bias.

Ever wondered what technology Microsoft, Google, Amazon and Twitter use to streamline their hiring process? Read our mini-report to understand what AI can do for your hiring process. Access which areas of your hiring process can be enhanced and how different technologies have helped other companies similar to yours, plus, our software recommendations.

If you'd like any more information on this topic or any of the above, get in touch with one of our expert consultants today:

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