



THE IMPORTANCE OF EMPLOYER BRANDING

Written in partnership with RB, Hull





What do we mean by Employer Branding and Employee Value Proposition?

When it goes wrong....

How do you go about creating your Employer Brand?

What can you do now to help your Employer Branding?





What do we mean by Employer Branding?

- Creating an identity for your organisation.
- Able to attract top talent to your organisation.
- Have a positive impact on both suppliers & customers.
- A retention tool for your existing employees.
- Get it right and it can grow and grow.....





What do we mean by Employer Value Proposition?

An employer value proposition (EVP) is the unique set of benefits which an employee receives in return for the skills, attributes and experience they bring to a company.

- What is in it for me?
- Benefits / work environment
- Career Development



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Employee Value Proposition (EVP) – WIIFM (What's in it for me)?



Compensation

- Salary satisfaction
- Compensation system satisfaction
- Rises and promotions
- Timeliness
- Fairness
- Evaluation system



Benefits

- Time off
- Holidays
- Insurance
- Satisfaction with the system
- Retirement
- Education
- Flexibility
- Family



Career

- Ability and chance to progress and develop
- Stability
- Training and education at work
- Career development
- College education
- Consultation
- Evaluation and feedback



Work Environment

- Recognition
- Autonomy
- Personal achievements
- Work- life balance
- Challenges
- Understanding of one's role and responsibility



Culture

- Understanding of firm's goals and plans
- Colleagues
- Leaders and managers
- Support
- Collaboration and team spirit
- Social responsibility
- Trust





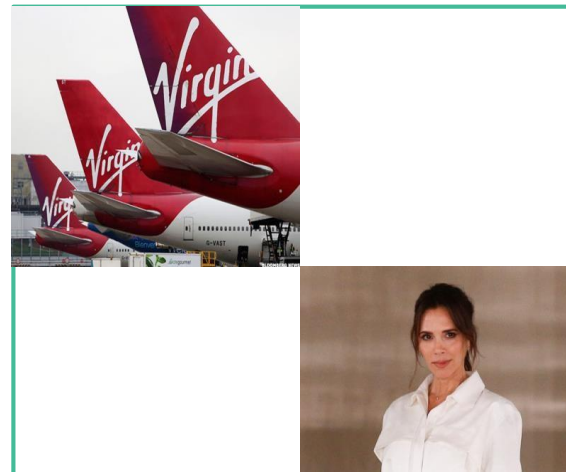
- 95% of candidates identify a company's reputation as a key consideration when exploring new career opportunities.
- 66% of job seekers want to learn about your culture and values.
- 69% of candidates would reject an offer from a company with a bad employer brand, even if they were unemployed.
- 40% of passive candidates would accept a new position without an increase in pay if the company had a good employer brand.
- Companies with a poor employer brand must offer a *minimum* of a 10% pay increase to lure top talent.
- As much as 23% of the 18-34 year old workforce would accept a pay cut for an opportunity to join a company with a good employer brand.
- Only 49% of employees would recommend their employer to a friend.



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When it goes wrong.....

- Tesco Horse meat Scandal was as a result of Tesco forcing their suppliers to reduce costs and they had to change the recipe. Perception was of a bullying culture and had a massive impact on their ability to attract Talent.
- Amazon had poor working conditions for its employees. Long working hours, poor pay.
- Now increased their pay and created a new advertising campaign around what makes Amazon a great place to work.
- United Airlines oversold tickets and a doctor was dragged off the aircraft as the seat was needed for their cabin crew. A detrimental message sent out to the public and employees lost their job
- Virgin and Victoria Beckham both had bad press over the Job Retention (Furlough) Scheme.





How do you start creating a positive Employer Brand?

IMPORTANT FACTORS

- It has to be a strategic approach.
- It has to involve everyone in the Business.
- It is not a one size fits all approach –it is unique to you.
- Make it relevant to your organisation.
- It can go wrong so be alert.
- It's a journey not a destination.

FIRST STEP – WHERE ARE YOU NOW AS A BUSINESS?

- Review your current Organisation ?
- What is the culture?
- What is the business strategy?
- SWOT / PESTEL Analysis
- What is your competition doing?
- Feedback / satisfaction survey.





SECOND STEP –WHERE DO YOU WANT TO BE?

- What has come from step one? Positives and Development areas?
- What is the vision you have set?
- Why do you want to focus on these areas?
- What is the intended impact?
- Why are these important for the organisation





THIRD STEP—HOW ARE YOU GOING TO GET THERE?

- Engage your organization in what you are doing
- Set yourself clear objectives to take steps towards your vision
- Allocate project leads for each initiative
- Don't try and take on everything –look at effort vs impact
- Make it fun!



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FOURTH STEP –REVIEW AND IMPROVE

- Review your progress as an organization
- Monitor progress using KPI data
- Use that data if you need to redefine the objectives / priorities
- Continue to seek feedback, even if you have accomplished what you wanted too –things can change
- Keep the engagement and motion





RECRUITMENT

- Review Job descriptions and Person specifications –Are they professional and correct?
- Review job adverts –are they attractive, professional, Have your company name / logo on it?
- Where are you advertising these roles? Social media, job boards, recruitment agency etc..... Keep it relevant
- Be Human and authentic.
- Understand what is great about your organisation –seek feedback from current colleagues / exit interviews.
- Improve your recruitment process –Time from advert to Interview, interview 1 to interview 2 , offer stage. Work with your recruitment agency on this process if using one.
- Communication –Evaluate your communication –frequency / details / Feedback on candidates.
- Training your recruiting managers -Training managers in recruitment, selection, legal requirements, environments, being on time, being prepared, customer service.
- Be a candidate – walk into reception and then to the interview room (feel that experience) is it what you want to portray?
- Website –is it up to date, does it contain relevant information for candidates to research and view, is it professional?
- How are you rejecting candidates –are you making this as positive as possible?
- Evaluate and improve –Gain feedback from recent hires and build that feedback back into the process.





INITIATIVES THAT CAN HELP WITH EMPLOYER BRANDING

- Invest in social Media –most of it is free!!!!
- Work on your website –how does it look? What information is on there and is it appealing?
- Referral schemes – help you bring in talent.
- Engage with local schools and your community.
- Authentic Leadership – be yourself.
- Embrace transparency – seek feedback both good and bad.
- Flex the rules – Flexible working, banked hours, holiday purchases, working from home, collaboration.
- Have fun – include this in the business.
- Share stories – community involvement, investment, growth, etc.
- Focus on your working environment – Are you COVID secure etc.
- Do your employees champion you?





You can call our office on 01723 313505 and speak to one of our specialist consultants about how we can work with you on promoting a positive employer brand.

KD Recruitment are here to support you with your temporary and permanent recruitment needs as well as offering our bespoke Outplacement services.

Please email kelly.dunn@kdrecruitment.co.uk for more information

