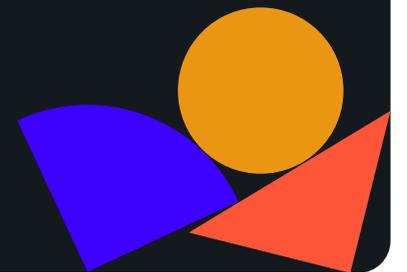


HUNTED

**AN INTRODUCTION TO
EMPLOYER BRANDING
FOR RECRUITMENT
BUSINESSES**





WHAT IS EMPLOYER BRANDING?

INTRODUCTION

Employer branding is often treated as a nice-to-have in the hiring process.

The reality is that your employer brand will impact your culture, your retention, and your bottom line - in addition to your direct hiring outcomes.

In this guide, we'll explore the key elements of building a strong employer brand, developing a strategy to promote it, and creating the processes to measure and refine it.



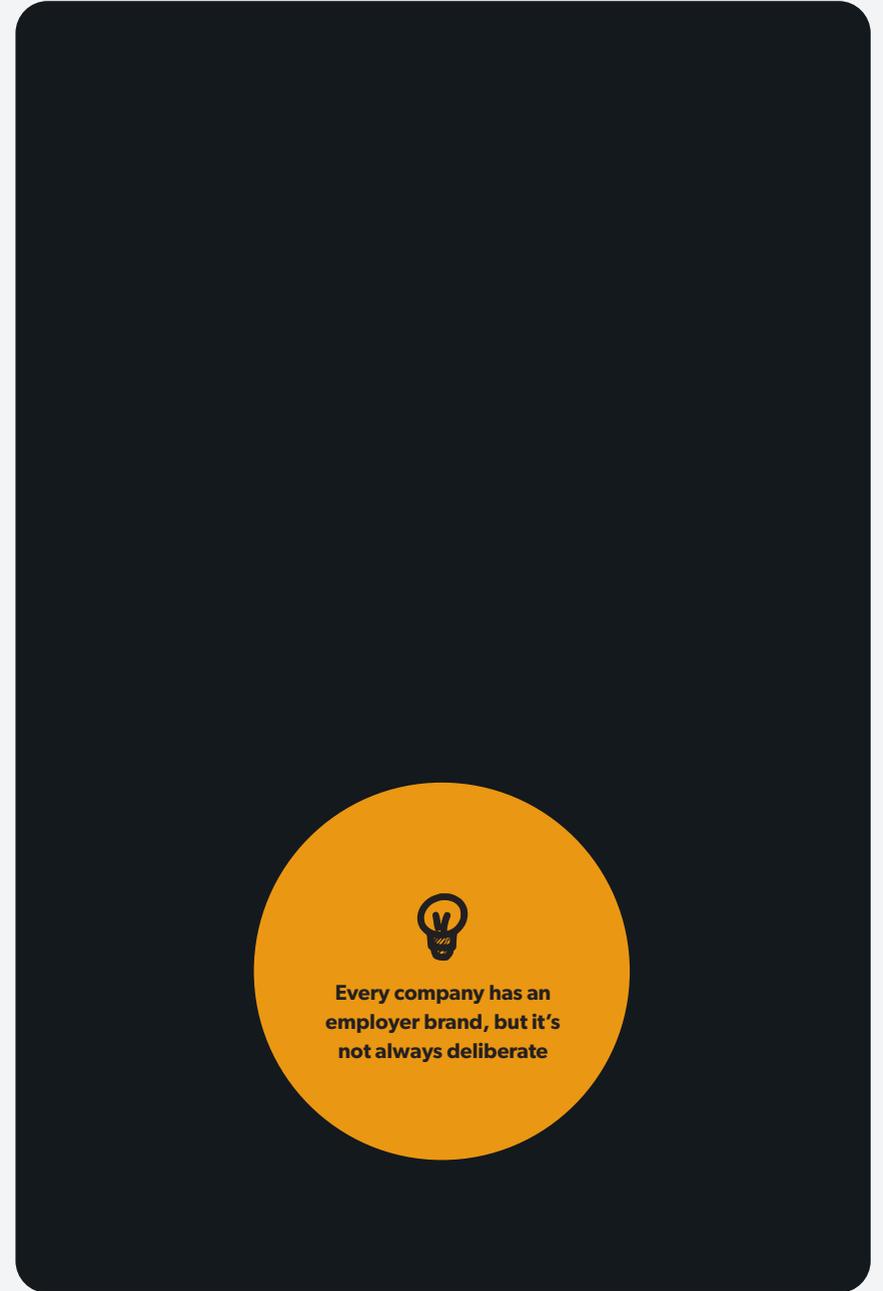
WHAT IS EMPLOYER BRANDING?

Your employer brand is your company's unique identity, designed to drive engagement within prospective talent communities, and breed loyalty among existing staff.

A strong employer brand gives organisations a competitive edge in both recruiting and retaining talent. **In other words, it helps you attract staff *and* keep them.**



THE AIM OF YOUR EMPLOYER BRAND IS TO GIVE PEOPLE A GOOD FEELING ABOUT YOUR WORKPLACE, WHETHER THEY WORK THERE OR NOT



Every company has an employer brand, but it's not always deliberate



WHY IS EMPLOYER BRANDING IMPORTANT?

A strong employer brand allows you to control the image of your business portrayed to potential hires, in order to positively impact all of your existing hiring channels.

LinkedIn found that 49% of survey respondents claim the biggest obstacle in job search is not knowing what working for an organisation is actually like

49%

REDUCE COST PER HIRE BY

43%

IMPROVE RETENTION BY

28%

According to LinkedIn's Talent Insights, a strong employer brand is proven to:

REDUCE TIME TO HIRE BY

50%

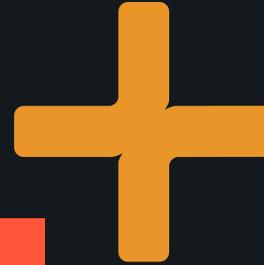
REDUCE SPEND ON SALARIES BY

10%

INCREASE QUALIFIED APPLICANTS BY

50%

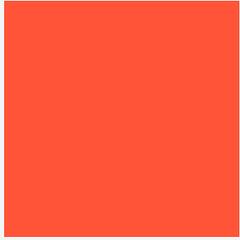
EMPLOYER BRANDING OBJECTIVES



BRANDING, NOT SELLING

It's not just about hires.

- When you're selling, anyone can buy. But when you're recruiting, you wouldn't hire anyone.
- The best employer brands are targeted. They repel the wrong people to get to the right ones.
- The first question prospective hires ask themselves is often:
"Do I have the ability to thrive at your organisation?"
And then: "Do I want to?"
- Not only will you repel the wrong people, you'll reinforce your message and be more attractive to the right people.



**YOU'VE GOT A 0% CHANCE
OF HIRING SOMEONE THAT'S
NEVER HEARD OF YOU**

BRAND AWARENESS

You might have the best employee value proposition on the planet, but if nobody knows you, your hiring won't get easier.

On the flip side, if you're great at connecting your employer brand with your target audience, your hiring will get easier.

75%

75% of hiring decision-makers say it's easier to attract top talent when candidates know about the organisation, specifically when it comes to company name, products, or services.

93%

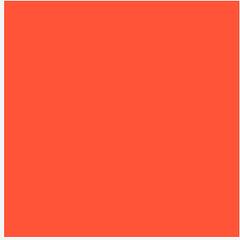
When making a decision on where to apply for a job, 84% of job seekers say the reputation of a company as an employer is important. And 93% say it's important to be thoughtful and informed about all aspects of a company prior to accepting a job offer

If you've done the hard work of developing a brilliant environment and your employees love working for you, make sure you make as much noise about it as possible!

The hiring landscape is more competitive than ever for recruitment companies. There are more recruitment businesses emerging by the week. Most you've never heard of.

If you want to build a sustainable hiring function you need to ensure you're a brand recruiters remember.

The more your business is seen and the more you can share your brand's unique features, the more likely people will remember you and associate you with the positive features you possess.



84%

of job seekers say the reputation of a potential employer matters

EMPLOYER BRANDING TO BOOST EXISTING HIRING CHANNELS

A strong employer brand is not only an important hiring channel in its own right to drive your inbound recruitment strategy. It is also **an important channel to maximise value and ROI from all of your other hiring channels.**

A visible employer brand means future hires are more likely to have heard of you, and more likely to know about your brand's unique features. This in turn means:

- The likelihood of you getting responses to your own direct headhunting will increase. LinkedIn say companies with a strong employer brand see 31% greater InMail acceptance rates
- The application rates for your jobs posted on your website or any other job board increase
- ▶ It is easier to drive referrals to brands that people are already aware of



YOU'RE MORE LIKELY TO SEE SUCCESS FROM ALL OF YOUR HIRING ACTIVITIES IF YOUR BUSINESS OCCUPIES EQUITY IN THE MINDS OF YOUR FUTURE JOB SEEKERS.

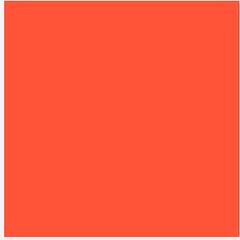
In addition to impacting your direct hiring channels, a strong employer brand will help to make the job of the Rec2Recs you work with easier, so you should get improved candidate flow.

Not to mention your employer brand will give them the information they need to effectively represent you to their candidates.

If your employer brand doesn't reach your target hires, it may well reach your suppliers.



Let more Rec2Recs know what you're hiring for, what you offer your people and that you're open to introductions by adding the "Rec2Rec" badge to your Hunted profile



30%

A recent study found only 30% of businesses are using their employer brand to boost retention (humanresourcesonline.net)

CONTROLLING YOUR MESSAGING

By taking intentional actions you can control your employer brand messaging and ensure your target audience are getting an accurate picture of what you're like as an employer.

By developing an employer brand strategy, you'll create a single source of truth to support your hiring efforts.

The careers information you project will inform your direct applicants and it will make the lives of your suppliers (Rec2Recs) a lot easier as well, by reducing the risk of things being lost in translation when they're representing your business.



YOU HAVE AN EMPLOYER BRAND, WHETHER IT'S INTENTIONAL OR NOT.

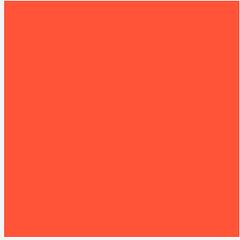
RETENTION IS AS IMPORTANT AS ATTRACTION

The costs of losing an employee should not be underestimated. A "lost" employee can cost a company anywhere between 30% to 400% of their annual salary.

It's a huge investment in time to get a recruiter up to speed and performing. So it's important to retain your most valuable assets.

Retention should be a major priority of your employer branding strategy:

- **PROFITABILITY:** Companies that report high levels of employee engagement experience 22% higher profitability and 21% higher productivity. (Gallup's State of the Global Workplace Study)
- **ADVOCACY:** A strong employer brand that is communicated effectively to your internal staff, as well as those outside your organisation, will help your people share your Employee Value Proposition to their networks of potential colleagues



EMPLOYER BRAND AND THE CANDIDATE EXPERIENCE

Your employer brand is more than simply the *intentional* strategic promotion of your brand. Often, *unintentional* actions can have a profound impact on your employer brand, in positive and negative ways.

Both candidate and employee experience contribute towards your employer brand. For example:



Candidates who do not get a response from you after an interview could leave negative reviews online or speak badly of their experience interviewing with you



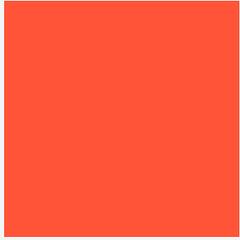
New employees who experienced great onboarding may be valuable advocates who can reinforce your employer brand



DO YOU ONLY CONSIDER PEOPLE WITH A CERTAIN TRACK RECORD OF SUCCESS? IF SO, SAY SO!



It is important to respect the candidates' time: responding promptly and being forthcoming with feedback are two areas where candidate experience falls down



WHY A DIGITAL EMPLOYER BRAND?

Because we are all digital consumers, even if the extent differs across generations. So much so that digitisation has become an important factor in choosing an employer.



TECHNOLOGY DOESN'T DE-HUMANISE THE RECRUITMENT PROCESS, IT BRINGS YOUR COMPANY AND OPPORTUNITIES TO LIFE

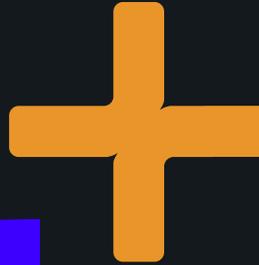
Job seekers now do almost all of their research online. Having a strong employer brand online meets them where they already are.

Simply put, going digital means **it costs less to reach more people.**

A digital employer brand is malleable and agile. It's easy to keep up to date and refresh as often as you need to. Being relevant impacts candidate experience.

Digital channels provide more control for you to dictate who sees and engages with your content. You can select which channels to promote your employer brand and use these as a way to distinguish it from your corporate brand audiences.

Going digital-first gives you much more granular control over your processes and overall strategy. You have more data at your fingertips to refine your activities to improve efficiencies.



EMPLOYER BRANDING CHALLENGES FOR THE RECRUITMENT INDUSTRY

SHORT SUPPLY

When the market is buoyant there simply isn't enough talent to satisfy the demand of growing businesses. This talent short dynamic empowers the candidates as the commodity and has meant that the competition between hiring organisations is fierce.

ACTION:

- Companies need to be **consistent** with their employer branding to improve their chances of being considered
- Companies need to **benchmark** their offering to ensure they remain competitive
- ▾ Companies need to work harder to **retain** their staff



SAME JOB, DIFFERENT COMPANY

The role and responsibilities of a recruiter are not dissimilar from company to company. So the decisions candidates make when they're leaving or joining an organisation are impacted by their target company's employer brand: what it's like working there, rather than what their day to day tasks will be.

ACTION:



Companies need to focus on broadcasting their unique identity and EVP to differentiate their opportunities



Companies need to create content that conveys what it feels like to work there through case studies and video content



THERE ARE CONSIDERABLE UNIQUE CHALLENGES RECRUITMENT AGENCIES FACE WHEN IT COMES TO DEVELOPING AND BROADCASTING THEIR EMPLOYER BRANDS.

92%

of people would consider changing jobs if offered a role with a company with an excellent employer brand reputation



CORPORATE BRAND Vs EMPLOYER BRAND

Your employer brand targets your potential hires, your corporate brand targets your candidate and client audiences.

Most industries use LinkedIn as a primary channel for their employer branding. Recruitment companies' priority audiences on LinkedIn are their candidate and client communities. They face **diluting their corporate brand messaging** by targeting their employer brand as well.



RECRUITERS USE LINKEDIN FOR THEIR "DAY JOB" SO ARE DESENSITISED TO CONTENT FOCUSED ON THEIR CAREERS.

It is important to identify the elements of your corporate brand that you should include in your employer branding and vice versa.

For example, you should include an overview of your client events schedule to enhance your employer brand. However, you may not wish to share your commission structure or incentive photos with both your client and candidate communities.

ACTION:



Develop an employer branding strategy that is separate from your corporate brand strategy



Identify unique channels then design ways they can complement one another so as not to dilute your messaging



EMPLOYER BRANDING AFTER 2020

The year that changed everything.

The COVID-19 crisis paired with the Black Lives matter movement which has dominated 2020 will have a lasting affect on our world, and employer branding has absolutely been impacted.

The priorities of job seekers have shifted. Here are some employer brand features that have grown in important:



AGILITY

The ability for a business to pivot and adapt their offering has been a major factor in a company's ability to retain their staff in 2020. Agility to refocus into a another market or develop complementary services has helped to protect the workforce. How can a company leverage their assets and reassure their people they are resilient to market forces to offer job security?



SAFETY

Safety of environment may have been a check box previously. Today the quality of air and the distancing measures between workstations will be critical for brands to be compliant. Wellbeing has been a growing trend that's here to stay but up until 2020 very few mentioned things like the quality of air in an office environment.



DIVERSITY AND INCLUSION

The BLM movement has shown us that taking action is imperative. Even if you've never discriminated as an employer, inaction is no longer sufficient. The next generation of workers will look at your inclusion strategy as an important consideration. It's important to set out your strategy, track your data and be held accountable for the progress you make.



EMPLOYER BRANDING AFTER 2020



VIRTUAL WORKING INFRASTRUCTURE

Empowering people to work from home became a necessity and not a nice to have in 2020. The mindsets of people who have enjoyed the extra time afforded to them without a commute- to spend time exercising or with family will not be quickly forgotten and many brands will attract and retain more great talent by offering flexible working even if they never had previously.



TRANSPARENCY

2020 has been the greatest period of uncertainty most people have ever experienced. The last thing people need is added uncertainty when it comes to their career moves. If you're interviewing now but not hiring for 3 months, tell the candidates from the outset. Be clear around timescales and set expectations.



EMPATHY

Everyone was in the same boat in 2020. CEOs who would typically have childcare were at home balancing their jobs with being a parent. Some people had no space for a home office, or an outdoor space to enjoy. Internet reliability was out of many people's hands. Almost everyone suffered challenges and hardships, which adds perspective to understanding the unique challenges of your team, and prompts supporting your people in innovative and empathetic ways. Acknowledge these challenges, explain how your perspectives may have changed and set out how you support people's unique challenges.



CONCLUSION

PEOPLE OVER PROFITS

The recruitment industry's most prized assets - arguably more so than most other sectors - are its people. Competition for talent continues to heat up and a gulf will emerge between the brands that truly prioritise its people and those that don't.

We live in a world where employer branding provides a veil of transparency that forces employers to be accountable. You have an employer brand whether you like it or not. It's up to you whether you take control of it.

IF YOU BUILD IT, THEY WON'T SIMPLY COME

Building a brilliant culture and looking after your staff is only half the battle. The more you've got to say about being a fantastic employer, the more you need to ensure you're heard by the people you'd love to hire - *as often as possible!*

WHAT'S MEASURED IS MANAGED

ROI is hard to track for any branding exercise, which puts more pressure on you measuring metrics and (as much as you can) making informed decisions on where to direct your spend, and which direction to take your strategy next.

2020 CHANGED EVERYTHING

Modern consumers want brands to use their power and influence for good. 2020 has brought some important issues into the spotlight and there's a societal obligation to make positive changes. You can't force organisations to change but consumers - and in this case, potential hires - will gravitate to the brands that are doing what's right, not just what works.

75%

of job seekers consider an employer's brand before even applying for a job.



GET IN TOUCH

To learn more about ways we can help you get better at hiring or jump onto a free strategy call with one of our employer brand experts to identify some immediate opportunities to boost your employer brand.



hello@hunted.com



hunted.com

HUNTED IS HERE TO HELP

We know what recruiters want.

We work hard to create content that recruiters want to read. We represent companies in a way that gives job seekers the information they need. Our platform make brands accountable for what they are and what they're not. So recruiters trust us.

We help recruitment businesses connect their employer brands with potential hires. We help you identify what makes your company unique. We help you find the right words to convey your careers information. We enable you to put as much diverse careers content as you can create in front of your target audience. Then we share insights about how well you're doing so you can get better.