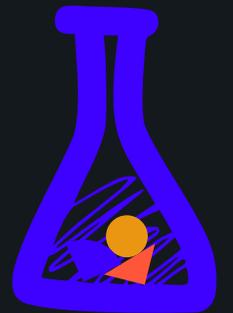


HUNTED

DEVELOPING
YOUR EMPLOYER
BRANDING
STRATEGY





WHAT IS AN EMPLOYER BRAND STRATEGY

An employer brand strategy will provide you with a framework of activities, designed to maximise engagement within your target audience, and prioritised based on what you hypothesise will have the greatest impact on your business.

You need to work systematically to test your messaging, channels, and content so you can work out where your efforts are best spent.

Before you can work out what will have the greatest impact on your growth, you need to take the pulse of your employer brand and set out a foundation. Here is an action plan you can follow to set yourselves up for success.

CREATE CANDIDATE PERSONAS

No matter if you're sending a headhunt message or posting an advert, you need to be extremely specific about who you're selling to.

Do not assume that **all** recruiters are in your target audience. They're not. And you will waste time and money targeting audiences that won't convert.



AT ITS CORE, AN EMPLOYER BRAND STRATEGY IS A GIANT, PRIORITISED TO-DO LIST

Candidate personas tell a story (between a long sentence and a paragraph) of specific candidates and the exact moment they considered their career situation. It is important to avoid talking in generalities.



Don't focus on the role you're advertising, focus on the problem you'll be solving for the candidate.



Let's say you're hiring for a consultant role on an accounting desk. There's a difference between targeting "accounting recruiters" and "Erica, a recruiter approaching 12 months in the industry, enjoying the pace and starting to see commission, but realising there's a lack of development opportunity in her current company and she's restricted from spending time on more creative candidate generation activities like organising meetups or investing time in her personal brand".

Erica is a candidate persona.

Finding the pain point and push factor will enable you to be targeted in your search and develop copy that is much more likely to convert.



Try using your existing employees as a basis for developing your target personas. Understand their situation before they joined you and what their push factors were.



DEVELOP EMPLOYER BRAND VALUE PROPOSITIONS

Your headhunts, social updates and job adverts could have the most compelling copy on the planet but it's wasted if it doesn't convey your most important value propositions. Without defining them, you risk attracting the wrong candidates and delivering the wrong message.



YOU'RE PROPOSING TO SOMEONE THE WAYS THEY'LL "GET VALUE" FROM JOINING YOUR ORGANISATION

Before you start to craft messages, job adverts, or social updates, you need to know what to focus your copy on. This is where your value props come in. Think of them as copy ideas. Whenever you start to craft copy, refer back to them.

IDENTIFY YOUR VALUE PROPS

Based on the candidate personas you've developed, work out the value prop that solves the frustration, or 'bad alternative', they're experiencing.

For example:



BAD ALTERNATIVE:

Other employers only offer basic recruitment process training.



VALUE PROP:

We offer a diverse L&D program including copywriting, personal branding and unconscious bias training.



TOP PERSONA:

Recruiters who have a thirst for learning, want to stand out from their competition, and provide a more holistic talent solution for their clients.

Now you've identified your value props, it's time to refine and expand them to understand the problems they solve, the implications of those problems to your target persona, what your solution is and benefits to the candidate. This will serve as the foundation for all of your careers copy.

DEVELOP A VALUE PROPS TABLE

It is a good idea to use a spreadsheet to flesh out your value props. Include the following columns:



PROBLEMS:

Be super specific with the problem. This is the push factor that makes someone consider their situation.



IMPLICATIONS:

Drill down into the bad things that happen when this problem is encountered. What does this problem or limitation mean for the candidate? Try to "twist the knife" to work through the potential implications of the problem.



SOLUTION:

How your company solves the problem for the person.



BENEFITS:

Flip the implications of the problem around and talk about the *great things that naturally come from the solution.*

EXAMPLE: VALUE PROPS TABLE

VALUE PROP	PROBLEM	IMPLICATIONS	SOLUTION	BENEFITS
INNOVATIVE L&D PROGRAM	You're not being challenged or developing innovative new techniques and tactics in your role.	<p>You feel as though you're stagnating and motivation is dropping off.</p> <p>You're losing out to more innovative competitors and it is affecting your ability to maximise your career progression and earnings.</p>	Company A offer an innovative training program which invests in developing more creative skills like copywriting, personal branding and unconscious bias.	<p>You feel inspired and enjoy your job more.</p> <p>You're able to differentiate yourself from the competition, earn the respect of your clients, win more business, make more placements increase your earnings.</p>
FLEXIBLE WORKING POLICY	The rigid office hours mean you're not able to spend as much time at home with your family or fit in time for exercise.	You're not in the physical shape you want to be in and your family resent the time you spend away, both impacting your mental health and ability to be on top form at work which is affecting your performance and earnings.	Company A offers a flexible working policy which means you can work from home 2 days each week and take extended lunches to go to the gym or choose your start and finish times to avoid rush hour commuting.	<p>You're able to balance your work-life and your home life, you can devote time to staying fit, spend quality time with family and not waste time commuting at peak rush hour.</p> <p>You're happier, your family is happier, you're fitter physically and mentally so your performance and earnings increase as a result.</p>



DEFINE YOUR EMPLOYER BRAND STYLE GUIDE

It's not just *what* you say, it's *how* you say it.

When it comes to branding, this means considering your visual identity. Defining your style guidelines will help you maximise branding impact. You need to ensure that any touchpoint you create with your audience is instantly recognisable as *your brand*.



Branding is about consistency. The more people in your target audience who come into contact with your brand the more likely they are to remember you and the more likely they are to associate you with the good things you offer.

Most companies have a visual identity for their corporate brand which makes a good foundation for your employer brand. But you can be less conservative with your employer brand - it's more *personal*, *diverse* and *welcoming*, often less *professional*.



Assess your competitors' "look and feel" so you can select colours and visual elements to stand out.

YOUR STYLE GUIDE SHOULD CONTAIN GUIDANCE FOR:



COMPANY LOGO:

How it's presented across different digital and print formats.



DESIGN ELEMENTS:

Any graphics outside of the logo, such as background colours and textures, white space and coloured elements unique to your brand.



COLOURS AND FONTS:

Establish the range of primary and secondary colours and fonts you'll use across all collateral.



IMAGES AND PHOTOS:

Try to define a theme for your images, and a recommend style for photos.



Make sure you apply your brand identity across your entire digital and offline footprint.

TAKE THE PULSE OF YOUR EMPLOYER BRAND

In order to track your progress, you first need a starting point. So it's important to assess how your employer brand is perceived internally and externally.

Glassdoor is a useful tool to get a snapshot of your employer brand.



WHAT IS YOUR OVERALL EMPLOYER RATING? AND WHAT IS THE APPROVAL RATING FOR YOUR LEADERSHIP?

These are useful quantitative data points, but to understand **why** your scores are what they are, you'll need to dig into the reviews to gain insights. Also consider exit interviews and internal anonymous surveys to assess your perceived strengths and weaknesses as an employer.

To assess your employer brand reach and awareness, you will need to run surveys with external people in your target audience. Invite them to take short surveys on LinkedIn and try incentivising them with a prize draw or a useful resource.



The act of running a survey in itself is a great employer branding exercise: you're letting the survey recipients know you care how you're perceived as an employer.



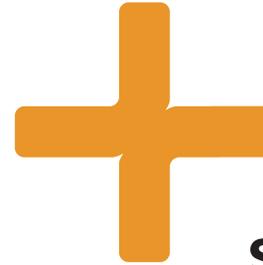
Other key metrics to assess before you can track and measure employer branding performance include:

- Attrition rate
- Cost per hire
- ▲ Average tenure
- ▲ Offer acceptance rate
- Headhunt response rate

Once you've gathered as much data as you can to assess the strength of your employer brand, you're now in a position to set goals and track progress.



Hunted's employer branding dashboards give you access to data in real time to track your exposure, explore job seeker journeys, and optimise your content strategy.



SET (REALISTIC) GOALS

Now you've got a starting point, you can track your progress and work towards your goals. Branding is never easy to measure, but it's important to set out what you're hoping to achieve, so you can assess how you're performing, refine your strategy, and report against objectives as you would any other strategic business priority.

You should set goals to benchmark both input and outcomes. Input goals include tracking the volume of:

- Updates posted
- Blogs published
- ▾ Videos posted
- Interviews/podcasts recorded
- ▴ Resources created
- Metrics established and tracked

Here are some outcomes a strong employer brand can affect:

- ▴ Increase offer acceptance rate
- Reduce attrition
- Improve employee happiness scores
- Increase awareness of your brand in external surveys
- ▾ Number of visitors to careers page
- Time on site
- ▴ Clicks/impressions on social media updates
- Volume of inbound applications
- ▴ Headhunt response rate



COMPETITOR ANALYSIS

Finally, it is important to understand how your value proposition stacks up against the competition. You may have a great employee value proposition but if it isn't as strong as your competition, you may not get the desired results.



NO BUSINESS OFFERS THE BEST OF EVERYTHING. REFER BACK TO YOUR CANDIDATE PERSONAS TO DEVELOP AN EVP THAT WILL RESONATE SPECIFICALLY WITH THE PEOPLE YOU WANT TO ATTRACT

Developing your flexible working policy? Designing your commission structure? Setting out your perks and benefits? Do your *research*, gather as much data as you can from the competition to ensure what you offer is compelling.

 Explore the EVP of companies on **Hunted** and select a view to compare individual perks and benefits.



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.

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.



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