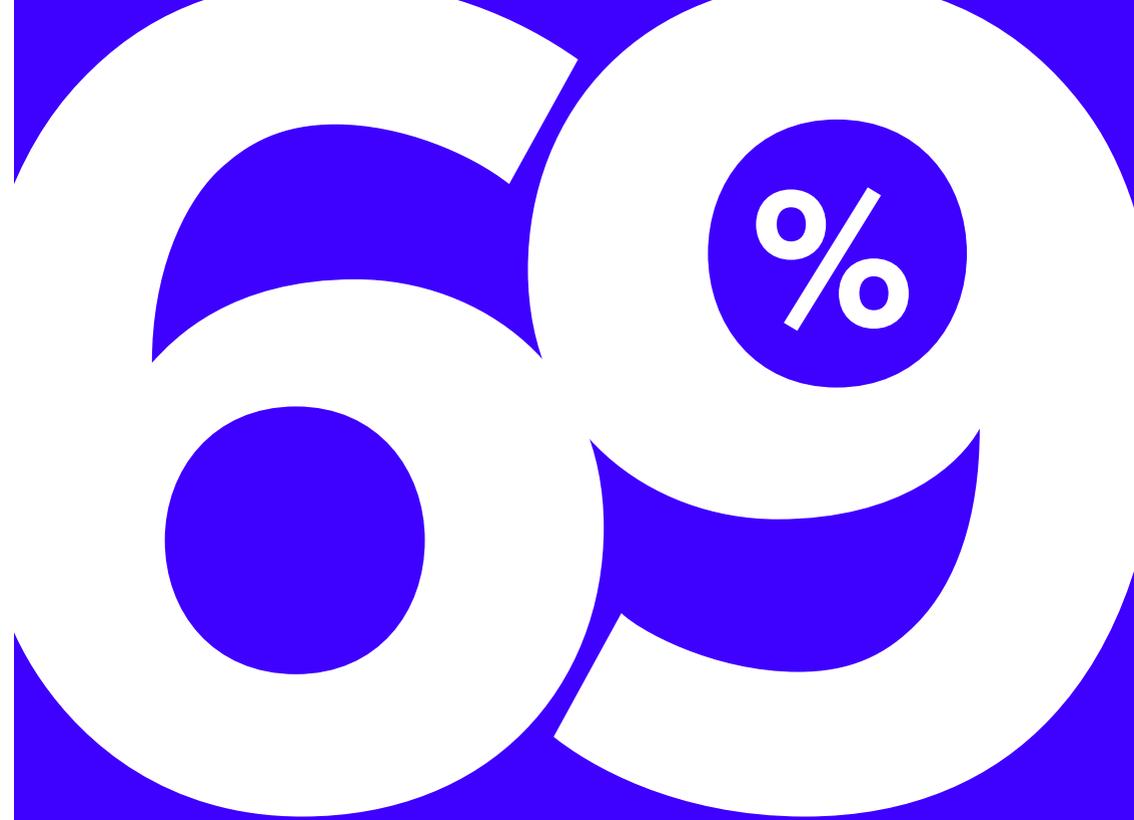




**WHO'S
RESPONSIBLE
FOR
MANAGING
YOUR
EMPLOYER
BRAND?**

**AN EMPLOYER BRAND
NEEDS TO BE ACTIVELY
MANAGED. SO WHAT
ROLES DO KEY
STAKEHOLDERS PLAY
TO SUPPORT AN
EMPLOYER BRANDING
STRATEGY?**



**ARE LIKELY TO APPLY TO A JOB
IF THE EMPLOYER ACTIVELY
MANAGES ITS EMPLOYER
BRAND _GLASSDOOR**



OF THOSE IN HR THINK
RECRUITMENT IS BECOMING
INCREASINGLY SIMILAR
TO MARKETING

MARKETING

Employer branding **is** recruitment marketing.

Today, all recruiters need to be marketers. If you have the luxury of a marketing department, their job is to communicate company news externally. So they're the ones to take the lead on developing your employer brand strategy.

When it comes to marketing within recruitment, the majority of the focus tends to support corporate branding objectives, chiefly by directing communication towards client and candidate communities. But increasingly, marketing teams are taking on more responsibility for driving employer branding activities.

More recruitment companies are hiring a

marketing specialist earlier on in their journeys. When you consider the most decisive factor in any recruitment organisation's growth is their ability to hire successful recruiters, it makes sense for a large portion of a marketing team's time to be focussed on making hiring easier through employer branding.

It's important to understand that your corporate brand and employer brand are different and will serve different audiences. But they're also interlinked. Companies with well-respected brands tend to be seen as attractive places to work. Equally, a business with a negative employer brand may well put candidates and clients off from working with you.

The role of a marketer is both creative and technical. It's important to create engaging content, but it's equally - if not more - important to analyse performance and develop strategies based on what the data shows works.

LEADERSHIP

The earlier the stage a business is at, the greater the culture of the organisation is a direct reflection of the founder(s).

As a company grows, the original culture is diluted and enhanced with the diverse personalities that join the mission. But it's important that leadership understand which of their early cultural traits are most important for them to harness and develop as the company expands.



Hunted Interviews
- Consider getting your founders in front of the camera for an interview and encourage them to share their personal journey of building the business



EMPLOYER BRANDING STARTS AT THE TOP.

Company values are a great way of driving the behaviours that contribute to your culture, which in turn forms an important part of your employer brand.

Leadership needs to be visible in your employer branding. People want to see them, and hear what they believe.

If the major reason why people leave jobs is due to the leadership (it is) then you need to recognise that they will play an important role in your employer brand whether you like it or not.



30% OF CEO'S SAY RESPONSIBILITY FOR THEIR EMPLOYER BRAND LIES WITH THEM

SOURCE: 2020 OUTLOOK: THE FUTURE OF EMPLOYER BRANDING," UNIVERSUM



CANDIDATES TRUST THE
EMPLOYEES 3X MORE THAN
THE COMPANY ITSELF

BRAND CHAMPIONS

Who epitomises your culture and lives your values? Who is passionate about your mission, and a force for good in your business? Who could be a walking advert for your employer brand?

It doesn't need to be a senior leader. In fact, it's better if it's someone who is highly relatable to your target hire demographic.

The larger your company, the more brand ambassadors you should ideally have to represent the mix of people you have and to help potential new hires envisage what life would be like at your company.

Their job is to offer people an inside look at your company from the perspective of an employee. They will offer potential hires the most **authentic** insight into your business.

So who should take on this role? In theory, anyone who loves to instigate social activities, get everyone involved, and is an absolute pro when it comes to social media.



Empower your brand champions to be content creators. Develop content across as many mediums as you can and seek to maximise value. If one of your team records a podcast, make sure it's pinned to your Hunted profile so the value is enduring.

HR AND TALENT ACQUISITION

Talent Acquisition should take the lead. They should coordinate the involvement of stakeholders, encourage participation from as many colleagues as possible and spearhead most initiatives. From surveys and content creation to measuring employer brand performance and reporting.

We highlighted the challenge recruitment agencies face when developing an employer brand on LinkedIn, in that they're often faced with diluting their corporate brand messaging and so may need to find other unique channels.

Except this doesn't affect the Talent Acquisition team. Because their networks allow them to focus 100% on employer

brand content. So the Talent Acquisition team become *the* marketers for their company's employer brand.

Your internal hiring team should not only be marketers but experts in technical sourcing, measuring the impact of different messaging and content formats on the key hiring metrics you set out in your employer branding goals.



Internal recruiters are the only people in your businesses whose LinkedIn networks are optimised for the recruitment community. So empower them to be your primary distributor of careers content and don't risk diluting your messaging to candidates and clients



65% OF TALENT LEADERS SEE EMPLOYER BRANDING AS MAJOR INVESTMENT PRIORITY

SOURCE: BEAMERY

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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