

EmployerEdgesm – Employment branding

Employment Branding, often also referred to as Employer Branding, is a fairly recent application of the principles of branding traditionally focused on customers and is now being used to attract and retain employees in a competitive hiring market. The concept is to create a differentiated and compelling workplace affinity so that the organization becomes an employer of choice—preferred over others in the same location or industry.

Employment branding focuses on creating strong appeal to top talent and involves the HR department and marketing functions to create programs that express, communicate and position the organizational brand in a distinctive way. It also involves creating internal employee experiences that are consistent with the promise of employment with the goal of reducing employee turnover and creating a highly motivated and engaged workforce. When properly applied, it should facilitate the screening of candidates to identify those who share similar values as the organizational brand.

The benefits of employment brands are numerous and significant:

- *Strengthens the overall corporate brand; enhances competitive advantage*
- *Positions HR as bottom-line contributor and enhances its stature and value*
- *Creates engaged, connected employees who embody and reinforce the employment experience*
- *Builds pride, loyalty and motivation among employees—more than “a job”*
- *Retain the best talent*
- *Reduced turnover; lower absenteeism*
- *Enhanced employee productivity—positive “can do” attitude*
- *Constant flow of quality candidates that are “right fit” for the organizational culture*
- *Strong WOM, reputation, respect and recognition*
- *Reduced recruiting costs; increased referrals*
- *Reduced focus on “tangible” benefits*

At Brand Insights, we have worked with numerous organizations to position the brand as a desired employer. Our approach ties the overall organizational brand to the employer brand, focusing on the values and culture that are a part of its brand, rather than employee benefits. We address all employee brand touchpoints, including recruiting, on-boarding, experience design, training, communications, and measurement. Our experience suggests that a brand-focused, deliberate approach to attract the right employee, equip them with the right tools, provide the right environment, and engage them in the right way delivers a competitive edge that enhances the organization’s performance.

In the absence of an employer branding strategy that is driven by the organizational brand, employees will view their jobs as little more than that—just a job. Give your employees a reason for being, a real connection to what they do day-in and day-out. To learn more about how you can become a preferred employer and attract and retain the best employees, contact us for a preliminary discussion.