

Employer branding: It's not just a buzzword.



As more and more candidates use a variety of tools to research organizations and their roles, employer branding is becoming increasingly important for all recruiting and retention efforts. This is especially true when hiring the next-generation workforce, who are driven by values, work/life balance, identifying with a culture, employee diversity, and business sustainability.

Add to that a talent shortage and post-pandemic hiring challenges, and it's no wonder that employer branding is more important than ever.

Today's job candidates vet potential employers in ways similar to how they shop for consumer items – on their favorite digital platforms, asking around, and reading reviews. What will that mean for your organization? Will your company be able to pass muster?

To attract top talent and find better matches for your ever-evolving roles, employer branding is what will differentiate you and help you stay competitive.



A job ad is no longer enough. Generations X, Y and Z are making decisions based on relevant information and data. Talent can pick and choose between many job opportunities, and they will likely not be based solely on the highest salary.

Stefan Hobiger,
VP strategy, solutions & delivery, Monster



Employer Branding 101:

When done right, employer branding acts as a magnet to attract the right people, and at the same time, a filter to remove those who aren't the right fit from the process. Getting the right people, not simply more people, to apply to your roles should be the ultimate goal.

What it is

Employer branding isn't really any one thing, but a collection of all the elements that make up what working at your company is all about.

It's your Employer Value Proposition (EVP)

EVP is your promise, as an employer, of what you will give to your employees in return for their time, loyalty and productivity. It's often a bold, compelling, yet genuine statement that defines you. From your own career site to job postings to being consistent on social media and networking platforms, sharing your employer value proposition and company values in an authentic way is crucial.

It's your people

What is important to your employees? How does your company show employee appreciation? Is your workforce inclusive and welcoming to new viewpoints? Are your employees proud to work for your organization?

It's the candidate experience

Recruiting etiquette – being accessible, responsive, and courteous – is part of your employer brand. What first impression are you giving to people who apply for your roles? And for those who aren't hired, are you leaving the door open for future opportunities?

It's not just...

your career site, your job listings, your "pillars" or your list of "values", your corporate brand, your tagline or hashtag. **It's all of these and more!**

How to evaluate and improve your employer brand

- ➔ Start monitoring your media mentions. What's being said about you? How do people respond to your outreach? Are you met with positivity overall?
- ➔ Consider a focus group to answer some questions in an unbiased way to help you understand if your brand creates the desired impression with your target audience.
- ➔ See how your competitors are perceived and how you measure up or compare.
- ➔ Use engagement surveys to understand how connected people are to your workplace.

DID YOU KNOW?

A Monster survey found that 46% of college grads go to YouTube/ TikTok for job advice, while 30% of non-college job seekers use the platforms for their actual job search.

CONSIDER THIS:

In a Monster survey of 1,000 college grads and 500 non-college grads, job candidates said they ghosted a recruiter because:

- *The recruiter or hiring manager was rude or lied about the position* _____
- *The recruiter or hiring manager took too long to get back to them* _____
- *The process felt impersonal* _____

34%
29%
26%

Meet Monster Strategic Talent Solutions

Authenticity is key

More than ever, job seekers care about purpose and vision. They look for reasons to work for a company that go way beyond a bulleted list of perks and benefits. They want to see their potential future selves, thriving and growing at their new job. Attracting the right talent through an authentic employer brand helps create a happier workplace.

We believe employer branding should engender a feeling of belonging. When employer branding is done properly, your employees will feel their part and candidates will be able to see themselves, in the story you tell.

Our goal

As an employer, you already have a brand. Essentially, it's how people perceive your company as a place to work. Your employer brand is communicated through your website, social media profiles, reputation sites, etc.

Our goal is to help you take control of your brand message and amplify it across every candidate touchpoint.

What we do

Whether it's updating career sites, conducting employer brand analyses, or defining employer

value propositions, we help companies get a clear picture of their current digital state and create a memorable identity that will help them attract candidates who fit their jobs, company, and culture.

How we help

Maybe you're a small business that's never done an employer brand analysis and you don't know where to begin. Or you might be a midsize company with an outdated career site looking for a refresh. You might even be a large company ready for a total rebrand. Whatever your needs,

our employer brand specialists can assess your career site and help you build a clear roadmap for your initiatives. We will work with you to implement seamless solutions and guide you every step of the way.

Ready to transform your employer brand? **Contact a Monster STS brand specialist.**

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MONSTER
Strategic Talent Solutions

The elements of an employer brand

You need a framework to build a compelling employer branding message that will resonate with quality candidates. Try running your brand through these six values:

1. Care. Is it obvious that you care for your employees as well as your customers? Do your benefits and workplace culture show that you support your workforce and go above and beyond to make sure you have a healthy and vibrant workplace?

2. Interest. Do you deliver a stimulating, interesting work environment, and innovative employment policies and procedures? How does what you do add value to society?

3. Social. Does your employment atmosphere promote teamwork and camaraderie? Do people get to work on cross-departmental projects? Does the company host social events and family days?

4. Economic. Economic values are not just salary. What is the economic security of your company like? Is your pay competitive? Do you offer benefits that have real value?

5. Development. Do you invest in growing your employees, recognize their achievements, and provide the opportunity for career-enhancing experiences? Are there clear paths to promotion?

6. Application. Are candidates given the opportunity to use their skills and knowledge to contribute to the company beyond their job description? Are employees encouraged to bring ideas in an open forum? Is innovation rewarded?



Where to showcase your employer brand

Every touchpoint that a prospective hire has with your company is part of your employer brand. These are just a few of the main areas to focus on:

Career site. Think of your career site as the hub for all of your content. It's where you share the story of the company, your EVP, images, and videos of your employee culture and what various roles are like, and the ways in which you support employees with benefits, career advancement, and compensation. It should be sleek and professional, with lots of multimedia features.

Job ads. Often the first impression, be sure you make it a good one. Make your job postings about life at the company, the impact the organization is making, and how the ideal candidate will contribute to that mission, rather than a laundry list of job responsibilities.

Social footprint. Social media allows you to show and tell real stories. These platforms can help validate the claims you make in your EVP. Candidates can follow and watch your company in action in real-time to get a better feel for the culture.

Quick fact: 1 in 5 college grads expect companies to have a strong social media presence.

The hiring process. Candidate experience is so important for illustrating that the basic claims you make about your company are true. The process should be seamless, everyone involved should be sharing the same messaging and be on the same page, and there should be lots of communication.

In all that you do. Employer branding doesn't stop once someone is hired. Your authentic brand should live, breathe, and resonate with employees day in and day out.



The relationship between employer brand vs. corporate brand



Ideally, your employer brand and corporate brand live together in harmony and are part of the same ecosystem. “There are a couple of brands that have really hit deep integration, where there is no sense of corporate brand or employer brand. It is THE brand,” says James Ellis, self-proclaimed employer branding nerd, podcaster, and author of “Talent Chooses You.”

The goal should be that consumers, investors, employees, and candidates can all look at the brand and understand what it’s all about, albeit from different perspectives. “It’s telling similar messages that are congruent to each other so that when corporate says something, it’s not completely divergent or potentially divergent from what you want to tell a candidate,” says Ellis.

IKEA: Adding Employer Branding

It used to be that the IKEA consumer brand was the main focus of all marketing efforts. “And since it was performing so well, many felt that alone would help to create a positive employer brand,” says Maria Novak, talent sourcing and EVP leader, IKEA Group US. The thinking went that if IKEA

was a successful, socially responsible, fun company, wouldn’t candidates naturally view it as a great place to work?

But a few years ago, the company recognized that the job market had changed, and candidates began demanding more information than a job description before they’d commit to applying to a job. That’s when they began putting together some employer branding guidelines.

The team has embarked on in-depth employee research to uncover IKEA’s EVP. “It’s important for us to authentically tell our story and communicate why it’s so great to work at IKEA,” says Novak. It’s still a work in progress, but IKEA is on its way to launching a whole new employer branding platform that will include:

- Concrete messaging that includes proof points
- Copy and visuals that make people want to read more
- Amplifying the IKEA employer brand during recruiting, onboarding and retention initiatives as well as within consumer branding/marketing communication

How the pandemic changed the employer branding landscape

Candidates have said loud and clear in Monster polling and other research that what's important to them as an employee changed after having lived and worked through the coronavirus pandemic. From wanting to maintain a remote or hybrid work schedule to needing new types of support, to upending the way companies recruit, hire and onboard, employers have had to pivot and adapt to their approach to employer branding.

Building a culture remotely. So much of company culture has always been deeply connected to the look and feel of the physical workplace. Therefore, culture can be more challenging to define when not everyone reports to an office – but that doesn't mean it can't be done. Employers must find new, creative ways to recruit and onboard new hires virtually, engage staffers, and cultivate a passion to do great work.

Incorporating flexibility into employer branding. With more people working from home at least some of the time – and 34% of new grads citing flexible schedule options as their top desired job benefit – showcasing your company's commitment to work-life balance is crucial.

Showing support in new ways. Monster's "Hiring Gen Z" report found that 91% of college grads and 83% of non-college candidates say it's important to them to feel comfortable discussing mental wellness at work. Organizations need to refresh their message and explain to audiences what they're doing to support employees, whether it's offering employee assistance programs or providing more wellness benefits.

Doubling down on Diversity, Equity and Inclusion. The era of just talking about DEI has passed – employers need to show their receipts. More than a quarter of candidates shared with Monster that they are looking for job postings that illustrate a diverse workforce. And more than 1 in 5 said they look for diversity and women in leadership roles.



Your employer branding toolkit

Now that you know what employer branding is and have some examples of what works, it's time to get down to some best practices. Here are five to keep in mind as you move forward:

Move away from a transactional hiring model.

What used to be the standard way to “put the butt in the seat,” needs to become a more relationship-driven recruiting model, says Ellis. “It’s where you say, ‘I don’t want a million people applying for my jobs. There’s no value for me in having more than five people apply because I’m only hiring one person.’ The only way to make that happen is to have pools of relationships with people who get what your brand is about, and what your company stands for.”

Stop being vague. Most employer branders think that their job is to make their company look like a great place to work, but that is the most BS phrase in the world, says Ellis. That’s because the definition of what it means to be great will be different for everyone. “You can’t take leadership from Goldman Sachs and leadership from Meta and say, ‘We’re just going to switch you two because you’re both really smart,’” he says. “What Goldman is looking for and what Meta is trying to achieve is so different,” he says. “And so, when you say you’re a great place to work, the more important questions are, for whom is it great and in what way?”

Maintain good relationships with former employees.

When people change jobs or get a new job, they can be very vocal about the place they have left. Try to ensure that everyone leaves on good terms by having an exit interview process.

Get into the daily details. Go beyond just the slick marketing videos to illustrate what life is really like working for your organization. Provide an inside look at the hiring process, document a day-in-the-life with an employee, get specific about how your hybrid schedule works, etc.

Walk the talk. If you go on a company’s career site, sometimes it’s too close to the corporate brand where it feels like they’re talking about products and not people. What candidates really want to see is how your employees are living the brand internally. If you say you’re a company that’s focused on career growth, but internally the managers are not enabling mobility, your brand is not being lived.



**BY DEVELOPING AN
ACTION-ORIENTED
EMPLOYER BRAND,
YOU CAN ENSURE
THAT YOU NOT
ONLY HAVE AN
ATTRACTIVE MESSAGE,
BUT THAT IT’S BEING LIVED
OUT EACH DAY.**

Helen of Troy

Case Study: The creation of an EVP

Challenge:

Helen of Troy, a designer, developer and worldwide marketer of consumer brand-name home & outdoor, health & wellness, and beauty products, needed an employer value proposition that would help them enhance their digital footprint, clearly articulate their employer brand, differentiate from the competition, and optimize their Web presence.

Solution:

Monster followed its proven two-phase, five-step EVP methodology:

PHASE: 1

Understanding internal and external perceptions

1. Research
2. Assess
3. Validate

PHASE: 2

Messaging and visuals

1. Uncover and create
2. Execute and monitor

Outcome:

Our team created a beautiful end-to-end product with messaging and visuals that bring to life the Helen of Troy employer brand, and resonates with its target talent.

Making Everyday Lives Better

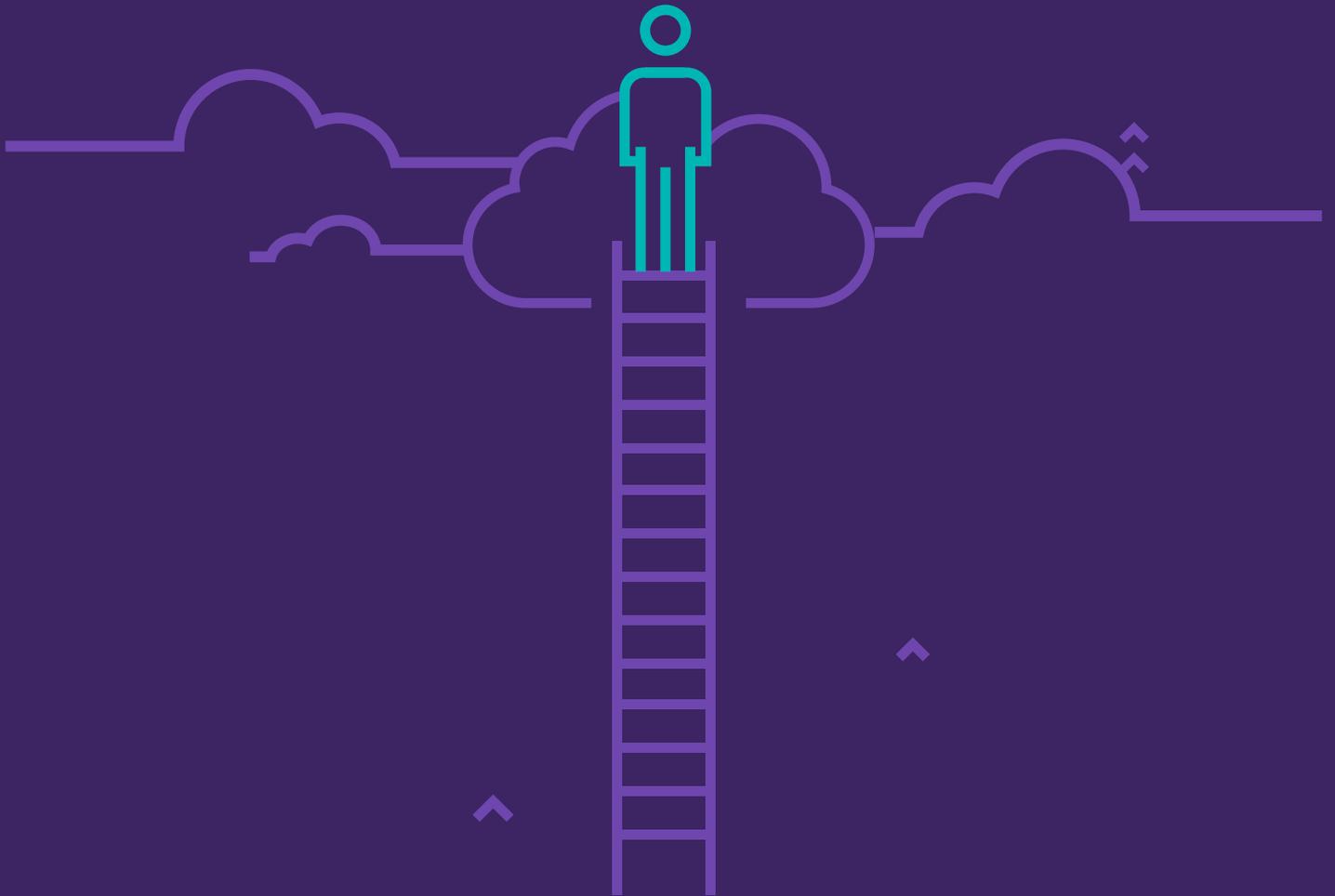
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