

Employer Branding Guide

A vibrant, abstract illustration on a deep purple background. The central focus is a white outline of a person holding a large yellow heart. Surrounding this are various icons: a megaphone with sound waves, a person climbing stairs, a gear with a globe inside, a speech bubble with an equals sign, a video camera, a grid of four person icons, a checkmark, a target with an arrow, a speedometer, and two smiley faces (one yellow, one orange). The overall theme suggests a journey or process involving communication, technology, and human connection.

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 is driven by values, work/life balance, culture, employee diversity, and employer 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 – checking their favorite digital platforms, asking around, and reading reviews. What will that mean for your organization? Will your organization be able to provide an impactful impression?

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 organization 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 vacancy announcements to being consistent on social media and networking platforms, sharing your employer value proposition and organization values in an authentic way is crucial.

It's your people

What is important to your employees? How does your organization 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, job listings, "pillars" or list of "values," logo, 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?
- 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 25% of college graduates aren't applying to organizations they've heard, read, or seen bad news about recently, and 22% won't apply to industries with bad news.

CONSIDER THIS:

In a Monster survey, job candidates identified "red flags" in the application process:

- A mandatory assignment during the interview process would prevent them from applying _____
- Manual re-entry of information already provided on their resume would deter them from applying to an open position _____
- Not interviewing with your potential manager is a 'red flag' _____

53%

53%

52%

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 your organization add value to society?

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

4. Economic. Economic values are not just about salary. What is the economic security of your organization like? Is your pay competitive? Do you offer benefits of 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 organization 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 organization 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 organization, 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 announcements. These are often the first impression - be sure to make it a good one! Ensure your job posting describes life at the organization, 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 organization in action to get a better feel for the culture.

The hiring process. Candidate experience is so important for illustrating that the basic claims you make about your organization 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.

Quick fact: 47% of candidates said not being updated on their application status or messages would cause them to pull out of the recruitment process.

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 critical role of employer branding in a flexible workplace

Building a culture remotely. So much of organizational culture has always been deeply connected to the look and feel of the physical workplace. With shifts in work dynamics, from hybrid/remote to in-person settings, redefining organization culture and engagement strategies is crucial. 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 for doing great work.

Incorporating flexibility into employer branding. Sixty-one percent of employees want a four-day work week and 22% of candidates agreed that flexible work hours is the most important benefit.

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.

Cultivating work-life balance. Employees continue to strive to maintain healthy work-life balances; however, layoffs and staffing shortages make it more difficult than ever. Fifty-five percent of workers said their organization has been impacted by staffing shortages. As a result, 24% are experiencing a significant increase in their workload and 26% note their level of burnout has increased significantly.



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 James Ellis, self-proclaimed employer branding nerd, podcaster, and author of “Talent Chooses You.” “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 organization stands for.”

Stop being vague. Most employer branders think that their job is to make their organization 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 of an employee, get specific about how your hybrid schedule works, etc.

Walk the talk. If you go on an organization’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 an organization 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.**



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 an organization 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 organization 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 organizations get a clear picture of their current digital state and create a memorable identity that will help them attract candidates who fit their jobs, organization, and culture.

How we help

Maybe you're a small organization that's never done an employer brand analysis and you don't know where to begin. Or you might be a midsize organization with an outdated career site looking for a refresh. You might even be a large organization 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.

**Contact Us About Employer
Branding Solutions >**

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Source: All data in this report comes from the Monster 2024 Future of Work Survey, conducted among US workers and HR professionals in September/October 2023, unless otherwise indicated. Sourced data comes from Monster's bi-weekly polls of US workers, conducted among workers in 2023-24, and Monster's State of the Graduate survey conducted in April 2023.