

Employer Branding: Why It's More Important Than Ever

In a world where candidates can Google anything from a employer's most recent balance sheet to the CEO's social media profile, how your employer's brand is presented to candidates is crucial.



Here's a look at some of Monster's latest employer branding data, plus a few takeaways to help reposition your employer's brand to information-hungry job seekers.

Employer Branding

Past Smoke and Mirrors, One-dimensional, Insular

Transparent, Hollistic, Expansive **Future**

Employer Brand = Good for business

Employers with strong employer brand have:

- 10%** lower payroll costs
- 28%** lower staff turnover
- 46%** lower indexed cost-per-hire¹

84%

of employees would leave their current job to work for a employer with a better corporate reputation¹.



Reputation matters

91% of candidates seek out at least one online or offline resource to evaluate an employer's brand before applying for a job².

Diversity matters

62%

say they would turn down a job offer at a place they felt did not value an inclusive and diverse workplace culture³.



How to evaluate your employer brand:

1. Monitor social media
2. Focus groups
3. NPS score

5 questions to ask about your employer brand. Is it...

1. current?
2. visible?
3. flexible?
4. present?
5. true?

Employer Value Proposition:

Not sure what your EVP is? Run your brand through these six values questions:

- 1. Care.** Is it obvious that you care for your employees as well as your customers?
- 2. Interest.** Do you deliver a stimulating work environment? How does what you do add value to society?
- 3. Social.** Does your employment atmosphere promote teamwork and camaraderie? Does the employer host social events and family days?
- 4. Economic.** What is the economic security of your employer 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 clear paths to promotion?
- 6. Application.** Are candidates given the opportunity to use their skills and knowledge to contribute to the employer beyond their job description?



How Gen Z interacts with your brand

Gen Z is less likely to go through staffing firms or job boards for job opportunities, preferring employer career websites, social networks, employee referrals and career fairs.

Gen Zers prefer **YouTube, Instagram and Facebook** versus other sites like LinkedIn and GlassDoor.

What Gen Z is looking for:

| | |
|----------------------------------|------------|
| flexible schedule | 42% |
| career development opportunities | 36% |
| paid time off | 27% |

56%

of Gen Zers check out social platforms when looking for work.

Gen Z candidates say that work/life balance, growth opportunities and in-office perks, are important to them when it comes to employer culture.

What candidates want now:

90%

of candidates say it's important for employers to have defined COVID-19 guidelines and return to work strategies.

70%

say it is very important that employers are transparent about the diversity of their employees.

47%

of candidates say their #1 motivation for looking for a new job is flexible schedule.



Need help with your employer brand?

Visit [MonsterGov's Employer Resource Center](#).

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