

In-house Recruitment Network presents

Employer Branding



**in-house
RECRUITMENT
network**

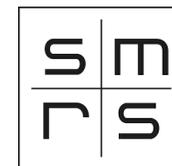


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Introduction

In-House Recruitment Network were delighted to host over 100 management-level In-house Recruitment & HR professionals for the latest in our series of hugely successful conferences - Employer Branding.

We were lucky enough to hear from 8 specialist speakers with inspirational views on employer branding strategies, including best practices and what can be done to improve an employer brand.

We also hosted a wonderfully productive set of roundtables that allowed those in attendance to discuss their own employer branding experiences and share opinions and solutions to any issues faced.

A very special thank you to Our Speakers



Charu Malhotra,
Global Digital Channels &
Employer Brand Manager
Ferrero



Eunice
Clements-Tweedie,
Director of Talent
Kerry Foods



Sara Brigden,
Head of Marketing
Forrest Brown



Simon McLoughlin,
Founder
Creed Comms



Adrian Wightman, Head
of Resourcing
npower



Liam Fitzgerald,
Recruitment
Manager
Weetabix



Nick Thompson,
Employer Brand,
Attraction & Social Media
Manager
Vodafone



Lee Griffiths,
Resourcing Brand and
Attraction Manager
Nationwide



Sara Naveda, Client Di-
rector/Partner Manager
Papierfly



David Johnson,
Account Director
4MAT



Lizzie Barrett,
Client Partner
Hodes



Sarah Sturgess,
Agency Director
SMRS



Adam Gordon,
CEO & Co-Founder
Candidate.ID

About

The In-house Recruitment Network is the industry's fastest growing community of In-house Recruiters and HR professionals.

Members of the community benefit from specialist breakfast events, influential conferences and the hugely popular In-House Recruitment Awards.

With over 10,000 members, the In-house Recruitment Network is the largest and most active professional network of In-house Recruiters.

The In-house Recruitment Network hosts over 25 high-calibre events and gatherings each year, making it the ideal environment for specialist peer-to-peer discussions and networking.

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Employer Branding - What are the biggest problems faced?

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Contents

Representing who you are

We learnt that the fundamentals of a successful employer brand are user journey, storytelling, purpose, vision and values. Many recruiters are keen to find out the best ways of representing themselves through these fundamentals, so how can this be achieved?

Standing out from competitors

Many recruiters base their existing employer brand strategies on the audience they target at a corporate brand level. They are yet to delve into the possibility of standing out from the crowd due to many different factors.

Technology on the doorstep

Many recruiters admit to having technology at the forefront of their minds when it comes to boosting their employer brand. What many lack is a strategy that allows recruiters to make the most of the technology.

Aiming high, falling short

It's easy for any company looking to revamp their employer brand to over-promise in the process. This is often down to aiming high from the start, which is an essential part of seeing success from a new employer brand. How can recruiters ensure they don't end up over-promising?

80%

“of people aren't in the market for a new role. However, they make up a huge part of your target audience”

*Liam Fitzgerald, **Weetabix***

Engaging potential candidates

The level of engagement that is achieved through state-of-the-art content marketing techniques is all part of a successful employer brand. However, the level of engagement often comes down to company reputation, so what is needed from an employer brand to engage candidates from various industry backgrounds?

Getting the truth out there

Getting your target audience to understand you is difficult - especially for smaller companies who are keen to increase their scope from local to global. What are the most efficient ways of getting the truth about your employer brand out for candidates to better understand?

Social media-phobia

Running a marketing campaign for your new employer brand that focuses on utilising social media is something many recruiters want to explore. There's a lot more to social media than posting the odd tweet or keeping your LinkedIn profile up-to-date.

Employer Branding - Representing your business

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“There’s no such thing as not having an employer brand - it’s down to how you use it”

Sara Brigden, Head of Marketing, **Forrest Brown**

Everyone has an employer brand. You’re making a big mistake if you presume otherwise. Your employer brand is a continuous driver of engagement that never ceases to exist - instead evolving to match your marketing strategies.

As Sara Brigden mentioned during her presentation, it’s not about having an employer brand - it’s how you use it.

How your employer brand represents you is fundamental to finding the candidates you’re looking for. In order to do this effectively on a consistent basis, you need the following:

- User Journey
- Storytelling
- Purpose
- Vision
- Values

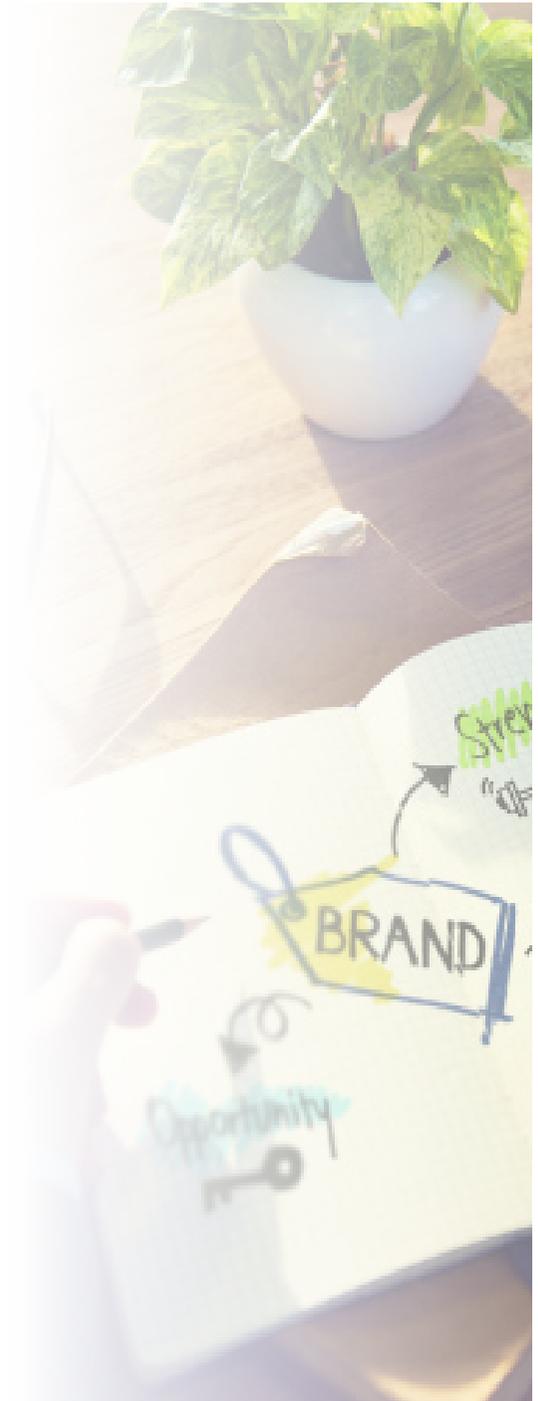
Your **user journey** should reflect what you would like your target audience to experience when finding your brand for the first time. Does it suit the candidates you are looking to hire? How straightforward is the process of exploring your brand?

Telling a **story** through your employer brand helps new candidates achieve a sense of what working for your business can offer them.

Does your employer brand have a **purpose**? It certainly needs one. Before you start any kind of employer brand revamp you should always identify what it is you are hoping to achieve, as this lets you set targets and build for the future.

Your **vision** is what you expect from your employer brand - so when it comes to representing who you are, you will want to know how it looks, who it’s targeting and where it needs to be seen.

Finally, your **values** highlight what you cherish about your employer brand and particularly what makes it stand out.



Employer Branding - Standing out from your competitors

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“Standing out from the crowd is essential when building a successful employer brand”

Adrian Wightman, **npower**

Standing out with your employer brand relies heavily upon a combination of original content alongside engaging content that's likely to be highly desirable for your targetted talent pool.

There are of course many obstacles that need to be hurdled when trying to stand out. For instance, you need to pinpoint the outside perception of your brand to determine the best course of action for unique and engaging content.

There's also making sure you keep up with competitors on a corporate brand level. If there's an approach that's working as far as acquiring clients is concerned then many businesses are likely to focus on that and not risk something unique for their employer brand.

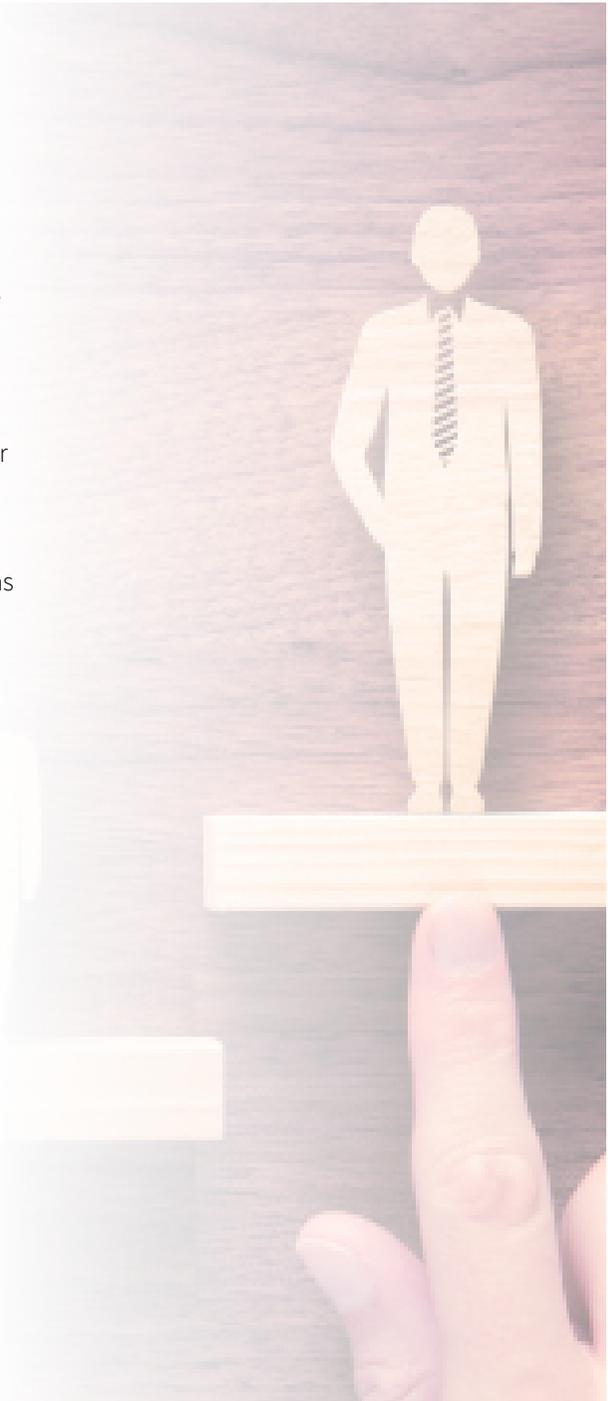
Some swap the idea of something unique with aiming higher than their competitors, which can of course lead to over-promising as we've mentioned already.

The Solution

Where there's a plan to reshape your employer brand there should be something in the pipeline as far as your corporate brand is concerned as well. Consistency is critical and an employer brand that exemplifies your corporate brand is a step forward.

The progress your company makes from a corporate perspective should be reflected in your employer brand; this will undoubtedly help in your quest to stand out.

What are the fundamental points that help you stand out? Sometimes these are obvious yet difficult to pinpoint. Identify them and use them to your advantage. Do you offer cut-price gym memberships and are looking to employ someone in the science, healthcare or fitness industries? Make it known.



Employer Branding - Technology on the doorstep

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70%

increase in applications on REED when the job advert is accompanied by a video

*Nick Thompson, **Vodafone***

Technology is an interesting one; it seems as though it would be obvious to utilise what makes us stronger, yet many recruiters are still having trouble integrating it into their employer branding strategies. Just from the statistic provided above we can see that technology has a huge influence on candidate decision making.

There is a clear increase in the amount of digital content being shared by potential candidates, so it's vital that recruiters stay up-to-speed and focus much of their employer branding effort on where they appear on the digital spectrum.

You could advertise roles in new, innovative ways, such as including a video with job adverts that provides first-hand opinions of what the role is about. Candidates love the idea of having a clear perspective of what their new role will look like, just as much as what the role is about.

Technology Impacts Global Reach

If your employer brand extends to the global talent pools, technology is an absolute must. Not only will you heavily rely on ATS' to collect huge amounts of data from abroad, you'll also need to stay in regular contact with candidates over the internet.

With this comes the issue of translation, which was brought up several times during the technology-themed roundtable discussions. The style and tone of a job advert can be easily misconstrued by someone from a different country if the content is mirrored in a different language. Some countries simply don't structure sentences the same way as others. Translation tools that make this process a whole lot easier can hugely benefit those seeking talent abroad.



Employer Branding - Aiming high, falling short

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Avoid Over-Promising

The moment a candidate shows an interest in your employer brand is the moment a bond of trust is created between candidate and recruiter.

The content you've delivered has caught their eye and they will automatically presume the information you've provided to be set in stone. There is no compromise; what you advertise is what's going to be provided.

As soon as the candidate goes ahead with an application, they should expect to enjoy the smooth application experience you've been promising. They should also receive accurate overviews of the role itself and what they can expect to be undertaking.

This is all mirrored in the employer brand; so there needs to be consistency with how you advertise and the experience a potential candidate can expect during the application process. So how do you avoid falling short as a result of aiming high?

It's simple really; over-promising just can't happen. It can be tempting to add that extra cherry on top of the icing on the cake, but doing so would show a lack of faith in your brand.

There needs to be plenty of trust in your EVP, your employer brand and the offers you make to your candidates. A good way of ensuring you don't overstep the mark with your expectations is to set clear guidelines for your employer brand and stick to them.

Deliver on your promises

Instead of focusing heavily on the concept of over-promising, do everything you can to deliver on the promises that you've set out.

In order to get the talent you want you'll need to offer something really appealing of course, but that doesn't mean you have to go beyond your expectations. A clear understanding of your EVP is a great start!



Employer Branding - Engaging potential candidates

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30 seconds

of video is all that's needed to see a clear increase in engagement among active candidates

*Liam Fitzgerald, **Weetabix***

Video is just one example of how engagement among candidates can be drastically enhanced. The amount of engagement you receive from your employer branding will shape its success.

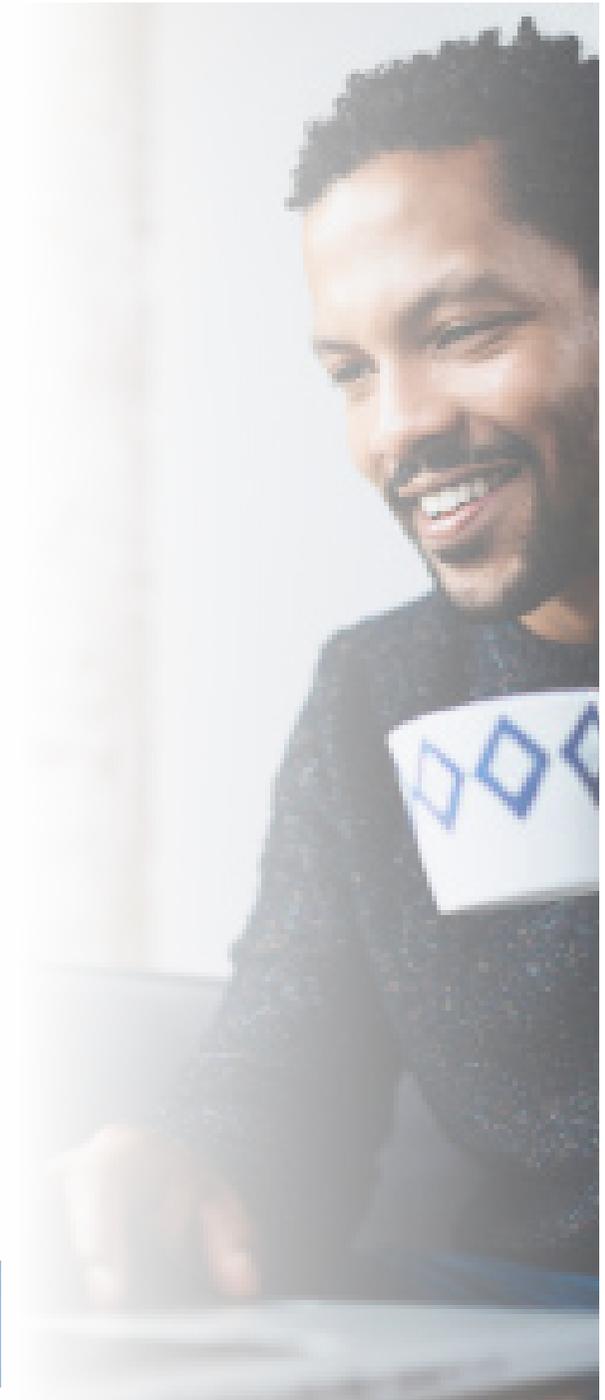
In order to come up with the ideal engagement strategy you should start with your EVP. You can get a better idea of what your EVP should be from existing employees; pinpointing a quality or benefit your business can offer that others cannot. It's always important to remember those you've already employed when building your EVP.

First impression is another key aspect of your engagement strategy. One of the big issues smaller companies face is not having that recognisable brand to welcome either active or passive candidates. This shouldn't prevent your first impression from being warm and welcoming.

As is mentioned above, videos are an excellent way of making a positive first impression on candidates and are beginning to emerge as a fundamental aspect of any employer brand. They provide candidates with real-life examples of their profession within your company and can incorporate existing employees with a passion for the business.

Candidates are also engaged by brands that offer a clear route for advancement. If the candidate knows they can progress then they are far more likely to show interest. This could mean advertising your brand as having multiple career paths, requiring numerous skills or offering transferrable skill flexibility within teams.

According to Career Builder, 39% of active candidates prioritise progression when job searching



Employer Branding - Getting the truth out there

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It can be difficult for a smaller business to attract the attention they need from the talent they target. Understanding an employer brand involves more than just recognising logos. The potential candidate needs to find out the various roles you have available and how they work within your business.

If this isn't made clear in your employer brand, you won't attract the talent you're looking for and instead end up with applications based around your corporate presence. Everyone needs SEO and content strategies; they just need to be reflected onto your employer brand as well.

This also affects big businesses. Asda are recognised as a leading supermarket retailer with stores across the country. Asda's corporate brand is so well known that it's very difficult to push their employer brand.

Candidates believe that Asda can only offer store-based roles, whereas in truth Asda have numerous roles to offer that rely heavily on talent from many different industries. This is where the presence of an employer brand is so significant.

Where's your employer brand being seen?

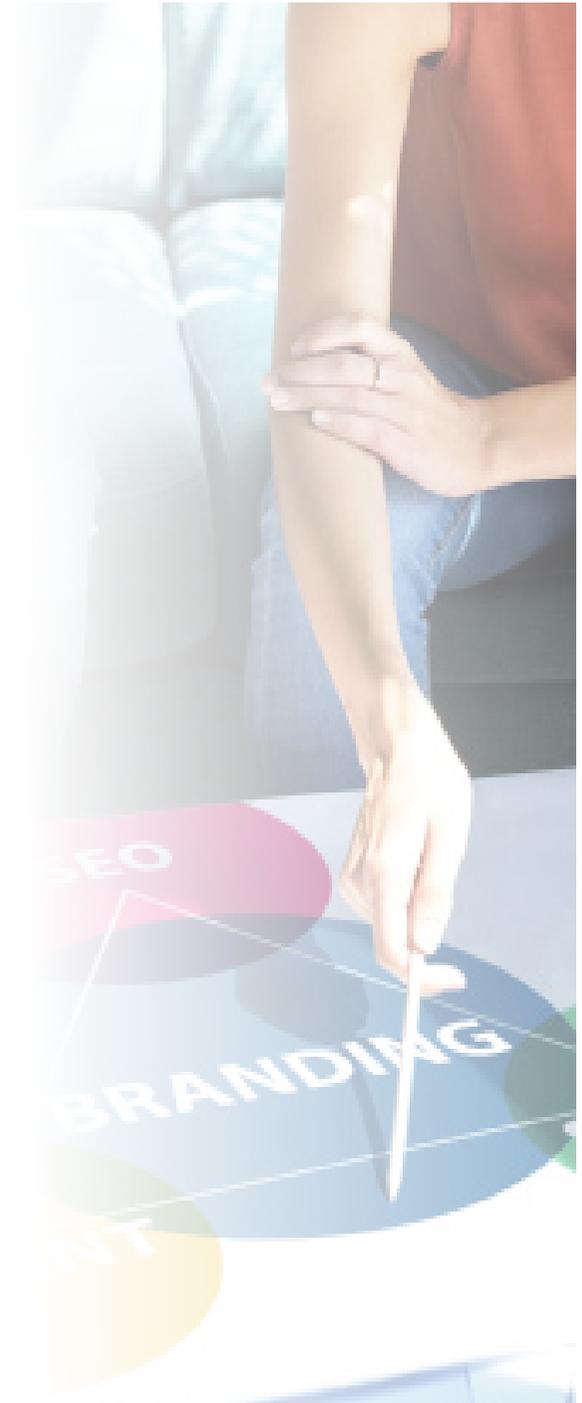
If your employer brand isn't being seen then you risk losing out on talent. Candidates take one look at your corporate brand and assume it's not for them. Nowadays, employer brands are heavily present online, whereas in the past you would often find job adverts on billboards.

Lee Griffiths of Nationwide explained that there had been a huge drop in job boards being a source of hire in recent years, with the vast majority of hires now coming from programmatic and social media such as LinkedIn.

Nationwide - Hires from job board ads



2011/12 - 1.2m
2016/17 - 67k



Employer Branding - Social media phobia

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Building a Strong Social Media Presence

Social media is proving to be a big hit for recruiters these days - not least with such high dependence on LinkedIn to identify the right talent. From a recruitment perspective LinkedIn is hugely popular but what about other platforms such as Facebook and Twitter?

Social media in general should play a major part in shaping your employer brand. Having a social media presence allows you to reach out to potential candidates and advertise your employer brand through topical, conversational messages that generate engagement and ultimately lead to more followers.

One of the key questions asked during the roundtable discussions was this: How do we push our employer brand out on social media?

In order to get the most out of social media you need to be consistent with your employer brand guidelines. If you don't stick to it then those following you may become disillusioned with your brand.

You should also think about what social media can offer you. It's an excellent platform for sharing valuable content such as introductory videos, articles and of course, vacancies.

You can also use social media to reach out to passive candidates, who make up a huge chunk of the talent you're looking to acquire.

You can be rest assured that the people you want on board will be using social to stay in the loop, so researching what your talent is searching for and mixing with these online groups is an excellent way of scoping out your desired candidates.

30%

of applications occur on mobile

*Adrian Wightman,
nPower*



The Presentations



'Using the Power of Employees to Communicate your Brand & Attract Great Talent: The npower journey' Adrian Wightman, npower & David Johnston, 4MAT



'The power of authenticity – who needs sleep pods and slides anyway?' Simon McLoughlin, Creed Comms



'Creating a new employer brand: How technology is enabling us to build a consistent framework' Charu Malhotra, Ferrero & Sara Naveda, Papirfly



'Size Doesn't Matter, Only Your Reputation' Sara Brigden, Forrest Brown & Lizzie Barrett, Hodes



'Getting to the heart of a business with soul: The Kerry Foods employer brand story' Eunice Clements-Tweedie, Kerry Foods & Sarah Sturgess, SMRS



'Attraction – What works and how should you use it?' Nick Thompson, Vodafone

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'The Pounds and Pence of Employer Brand' Lee Griffiths, Nationwide



How to reach the 80% who aren't yet interested in your employer brand

Adam Gordon
CEO, Candidate.ID
Liam Fitzgerald
Recruitment Manager, Weetabix

'How to reach the 80% who aren't yet interested in your employer brand' Liam Fitzgerald, Weetabix & Adam Gordon, Candidate.ID

Employer Branding - Conclusion

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‘56% of recruiters say employer branding is a top priority’ - *LinkedIn*

This shouldn't come as much of a surprise as so many job seekers consider an employer's brand before they pursue the job role on offer.

A strong employer brand that speaks to your target audience is essential to getting the best quality candidates for you at the right time.

It's vital that you know who you are targeting before you set up your new employer brand. This will make it a whole lot easier for you to create the engaging content that goes with it.

If you know the types of skills you need you can customise your employer brand to reflect the needs of your target audience and offer benefits that suit them e.g. transferrable skills, long-term prospects and memberships.

You'll need a strategy, the backing of seniors within the business and you should also expect there to be a period of transition. However, with enough investment you are sure to have an employer brand to be proud of.

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network

inhourecruitment.co.uk

hello@inhourecruitment.co.uk

02031968100

[@InhouseRecNet](https://www.instagram.com/InhouseRecNet)

Thanks for reading!