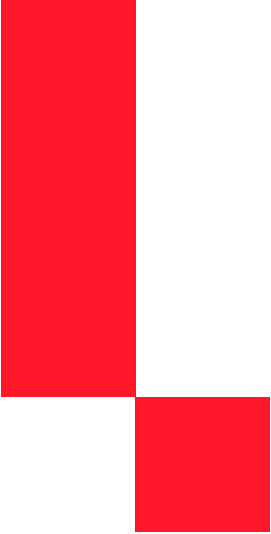





Your Ultimate Guide to Employer Branding

Best Practices and Insights from the global authority on workplace culture.



Great Place to Work® is the global authority on workplace culture. We are built on the belief that great employee experiences are better for people, for business and for the world.

Each year our comprehensive Trust Index™ survey collects data from millions of employees across the globe to uncover data and insights on what makes a workplace great.



What is your employer brand?

And why does it matter?

There are two types of brand in every company. One is your consumer brand – the primary reputation your business will communicate to customers through your company logo, products and services you offer, and advertising.

Then there's the second, yet equally important, employer brand – how you are viewed as an *employer* by your former, current and future employees, which is communicated through your workplace culture and employee experience.

All organisations have employer brands. Whether they intentionally strategise and nurture that employer brand is a different story.

At the core of your employer brand is your Employee Value Proposition (EVP). This is all about what you can offer to employees – why they should want to work for your organisation, specifically.

Your EVP should appeal to applicants and existing employees who have the skills to work at your company, share your values, and are the right culture fit; telling them what's in it for them if they join your organisation.

Communicating your EVP effectively is a key part of employer branding. This can be through channels like your careers page, job adverts, internal communications and social media.

However, much like your consumer brand, your employer brand is also influenced by outside sources and encompasses your reputation as an employer in general. This is why it's so important for your EVP and employer branding strategy to authentically portray your organisation. If it doesn't line up to employees' real experiences, the differences will soon become obvious, which could damage your brand rather than enhance it.

Creating brand advocacy

Companies who view their employees as their greatest asset work to make their people feel just as valued by the organisation as their customers do.

As a result, they often enjoy higher levels of brand advocacy, job satisfaction, productivity, and retention. In fact:

87% of employees at Best Workplaces[™] would highly recommend their organisation as a great place to work.

*Best Workplaces 2023

As for prospective employees, a strong employer brand will help your organisation gain a recruitment advantage by saving on recruitment agency costs, and ensuring you attract the *right* talent and fill positions faster.

How to build a compelling employer brand

Having a robust employer branding strategy is key to standing out as an employer of choice.

5 key tips for a strong and authentic employer brand.

1. Survey your employees.

Who knows what you can offer your employees better than they do?

Running a survey is a great way to understand what you're already doing well, and what you can improve to strengthen your EVP. Getting real insight into the lived experiences of employees helps make sure your employer brand is authentic and convincing.

2. Combine employee experiences with business values and goals.

Your EVP should integrate both what your employees tell you about working for your organisation, and the most important parts of your business strategy. Both employees and candidates need to be aligned with the organisations' values and goals in order to be a good fit for the company, so it's important to communicate these clearly. This combination forms your EVP, and should be consistent across all communication channels - including your website, social media, job postings, and other marketing materials.



3. Focus on culture, not perks.

Whilst cycle-to-work schemes and free snacks in the office are great, they're not what employees are most interested in. A strong employer brand should showcase what it *feels* like to work at your company. A great way to do this is to use employee stories. Not only can they help you understand and define your EVP, sharing them can also go a long way to building an authentic employer brand. You could ask employees to submit videos to share on your website, or encourage them to interact with your social media posts to add credibility to content about your culture.

A good employer brand works from the inside out - communicating real employee insights and company values.

4. Create a clear content strategy.

There's a lot of noise to cut through when communicating to current and prospective employees. To stand out, it's important to make it obvious exactly what makes you different from other employers. Many organisations will make sweeping statements and promises, but employees want to hear the tangible ways you'll make a difference to their lives. Think about the best channels and types of content to communicate your employer brand. Blog posts, careers pages, and employee-focused social media like LinkedIn are a great place to start. Some organisations create separate social media accounts specifically dedicated to showcasing their workplace culture, which can be a great resource for employees and jobseekers.

5. Validate your employer brand with recognition.

It's one thing to make claims about what it's like to work for your organisation, but it's another to prove it. Particularly for prospective employees, it can be hard to ascertain whether a company's employer brand authentically represents their people's experiences.

Gaining recognition like Great Place to Work Certification™ or being on one of our Best Workplaces™ lists proves to both new and existing employees that you truly care about their experience.



Scan the code to find out how Great Place To Work Certification can augment your employer brand.

At Best Workplaces™

83%

of employees say they want to stay at their organisation for a long time

(compared to 73% at other workplaces)



How Best Workplaces™ do it

Symphony RetailAI

symphonyretailai.com

During their first year participating in Great Place To Work's Certification™ programme, Symphony RetailAI were accredited in all nine countries they were eligible.

They have leveraged their recognition as an important part of their employer brand in order to inspire current employees and attract new talent.

"We told our employees about Certification at our quarterly all-hands meeting. The reaction was just great and our employees were genuinely happy and proud of the results... Since we've shared the news on social media, **our employees have been sharing across their social media platforms because they are so proud of working for a Great Place to Work Certified company.**

Having the accreditations puts us in a strong position to really differentiate and we've already seen that in the proactive feedback we've received from candidates about being Great Place to Work Certified...**what a powerful tool we have in our toolbox!"**

Samantha Sheriff, Chief People Officer

Camino Partners

caminopartners.co.uk

Camino Partners are a recruitment consultancy who featured on our UK's Best Workplaces for Women™ List in 2022.

As this employees' experience showcases, your people are one of your strongest assets when it comes to your employer brand. If your employees feel happy and valued at work, they will act as brand ambassadors for new recruits.

"When I first interviewed at Camino every single person I met with looked, sounded, and behaved differently... but **authentically and coherently, all telling the same story and speaking the same positive but honest view on the business. About how everyone works collaboratively and supports each other whilst working in a competitive and ambitious environment, focused on the business core values... As soon as I joined I knew just what they were talking about!"**

Anonymous Employee Feedback



Next Steps for Strengthening Your Employer Brand

Step 1: Survey Your Employees

Find out what your employees love about working for your organisation, and what you can improve.

Step 2: Earn Recognition

Achieve 65% or higher in your Trust Index survey and you will be Great Place to Work Certified™! Certification also gives organisations automatic eligibility to be recognised on our Best Workplaces™ lists.

Step 3: Communicate Your EVP

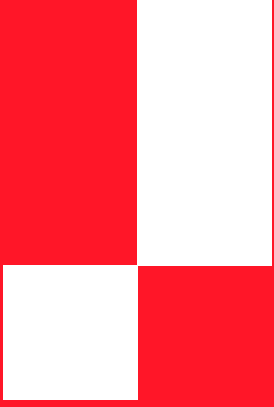
Once you've used employee feedback to define your EVP, communicate this across your channels to prospective and current employees - including your status as a Great Place to Work Certified company.

Step 4: Schedule a Temperature Check

Continuously monitoring your EVP will help sustain a strong employer brand. Schedule a pulse survey with employees to ensure your policies and practices remain relevant to what your people want from their workplace.



Great Place to Work's Certification and Best Workplace lists are a powerful tool for improving your employer brand. Scan the code to find out more about the benefits and get started.



Your Ultimate Guide to Employer Branding

Discover more about how we can help
you boost your employer brand at
www.greatplacetowork.co.uk