

Topic:

Enhancing Employer Branding in Today's Workforce

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Employer Branding



General Definition

Employer brand refers to the reputation of an organization as an employer, distinct from its more general corporate brand.

It encompasses the organization's values, culture, and the overall employee experience, as perceived by both current employees and potential job candidates.

HR Perspective

From a human resources viewpoint, employer brand is the strategic positioning of a company in the labor market to attract, engage, and retain talent.

It reflects how well the company's values, work environment, and career opportunities align with the expectations and aspirations of employees.





Marketing Perspective

In marketing terms, employer brand is the image and identity of the company as an employer, which influences how potential candidates view the company.

This brand is communicated through various channels, including the company's website, social media, job advertisements, and employee testimonials, and aims to differentiate the company from its competitors in the talent marketplace.

Importance of Employer Branding



Types of Employer Branding

Internal Employer Brand

- **Focus:** This type of branding focuses on current employees and their experience within the organization.
- **Goals:** Increase employee engagement, satisfaction, retention, and loyalty by fostering a positive workplace culture, offering professional development, and promoting work-life balance.
- **Tactics:** Internal communication, recognition programs, employee development, wellness initiatives, and creating a supportive and inclusive environment.
- **Example:** Encouraging employees to share feedback, fostering an open-door leadership policy, and offering career growth opportunities.

External Employer Brand

- **Focus:** This type of branding targets potential employees and the public, highlighting why the company is a desirable place to work.
- **Goals:** Attract high-quality talent and improve the company's reputation in the job market.
- **Tactics:** Recruitment marketing, social media presence, showcasing company culture, employee testimonials, and employer awards.

Cultural Employer Brand

- **Focus:** This brand type emphasizes the company's work culture and values, positioning the company as a place where employees are aligned with shared values and culture.
- **Goals:** Create a sense of belonging and connection for employees and attract candidates who align with the company's culture.
- **Tactics:** Promoting a strong company mission, values, diversity and inclusion efforts, and the overall vibe of the workplace.

Functional Employer Brand

- **Focus:** This type focuses on the tangible benefits and professional opportunities that the company offers, such as compensation, career growth, and job security.
- **Goals:** Appeal to candidates who prioritize stability, professional development, and financial rewards.
- **Tactics:** Promoting competitive salaries, professional growth opportunities, career advancement programs, and employee benefits.

Question

What **steps** has your organization taken to improve its **employer brand**?

Today's Workforce: Realities

The Modern Workforce

Multi-generational - Boomers, Gen X, Millennials, Gen Z.

Increased demand for flexibility, remote work, mental health, and development opportunities.

Statistics (Example)



70% of Millennials consider a company's commitment to diversity before accepting a job offer.



50% of workers prefer remote or hybrid work models.



86% of job seekers look at employer reviews before applying.

Quick Poll

What is your company's current
employer brand status?

Conventional Employer Brand vs. Modern Talent Expectation

Conventional Employer Branding

- Job Stability.
- Salary and Benefits.
- Reputation and Prestige.
- Work-Life Separation.
- Limited Flexibility.

Modern Talent Expectations

- Purpose and Values Alignment.
- Work-Life Integration and Flexibility.
- Career Development and Growth.
- Diversity, Equity, and Inclusion (DEI).
- Mental Health and Well-being.
- Transparency and Open Communication.

Key Elements of an Attractive Employer Brand



Key Elements:

- **Culture & Values:** Alignment between company values and personal values.
- **Work-Life Balance:** Offering flexibility and understanding employees' personal needs.
- **Diversity & Inclusion:** Fostering an inclusive environment.
- **Career Development:** Clear career growth opportunities and skill development.
- **Purpose:** Employees want to feel that their work has meaning beyond profits.

Question

What **actions** can your company take to enhance its **employer brand** today?

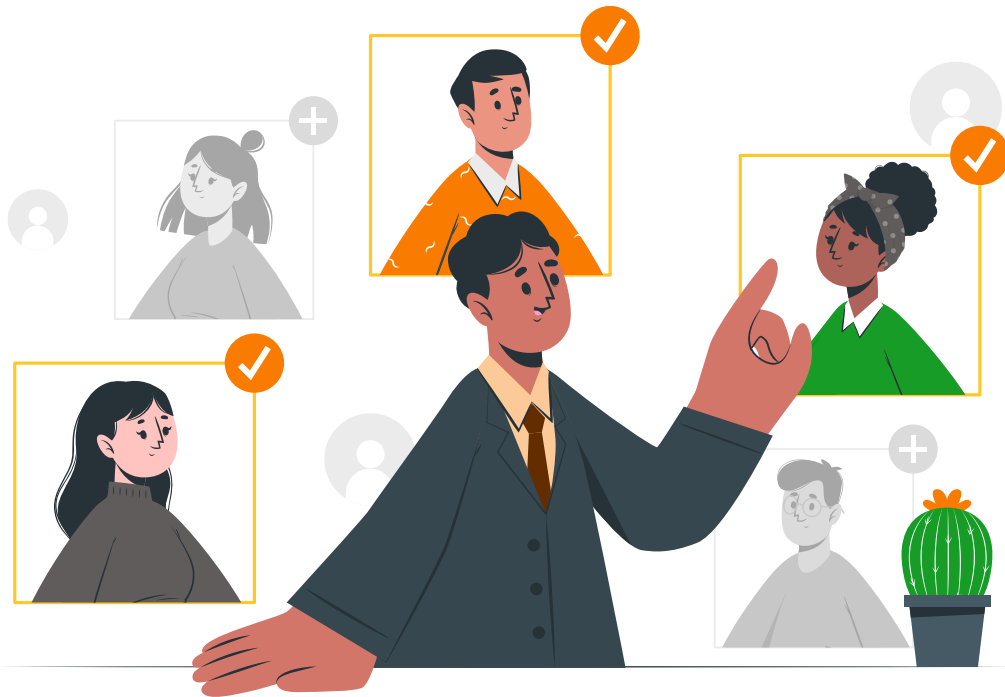
Strategies to Enhance Employer Brand

Strategies

- Create a clear **EVP** (Employee Value Proposition).
- Foster an inclusive and diverse work culture.
- Promote transparency in leadership and communication.
- Focus on employee development and career growth.
- Leverage social media and company websites to showcase workplace culture.
- Encourage employee advocacy.



Future Talent Demand



Future Talent Demand

The future workforce will demand even more flexibility, purpose, and social responsibility from employers.

Key focus areas for future employer branding:

- **Remote/Hybrid Work** as a default.
- **Sustainability & ESG** (Environmental, Social, and Governance).
- **AI & Digital Skills Development.**
- **Emphasis on Diversity, Equity, and Inclusion (DEI)** as a business imperative.



Thank you

