

Fact Sheet

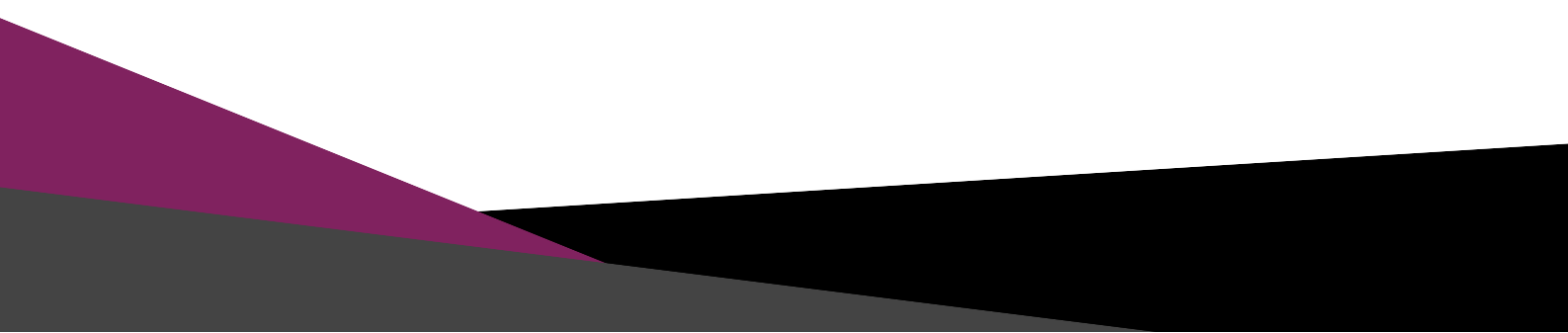
Despite what many would intuitively believe, the process of hiring a new employee doesn't start with the recruitment process. It begins with the attraction stage and the very first time that candidates became aware of your company and your brand.

The superior employees will not join an organisation that does not put in the same effort as other companies in attracting them. The best companies attract the greatest candidates in various ways, for instance by building a culture of recognition, providing desirable incentives and marketing their brand.

Employer branding is the focal point of attraction. All organisations have an employer brand, whether they realise it or not. It's the way in which businesses make themselves unique to candidates in the professional landscape. It is also the way you construct and mould your reputation as an employer among job hunters and other important stakeholders.

A powerful employer brand allows the firm to attract the best candidates possible, and hence recruit, onboard, retain and develop these individuals as employees. Companies can establish prominence and stature and compete for the finest talent with a strong employer brand. As part of an organisation's organisational strategy, its employer brand should be aligned with the company's values and policies.

HR should act like marketing executives when talking to candidates about their company. Even during advertising, the mindset should always be "SELL, SELL, SELL!". You are not selling any physical goods, just trying to promote the company in as positive a light as possible.



Fact Sheet

A company's employer brand can only be built by the HR department working collaboratively with colleagues in marketing, public relations and any other relevant department that may assist in enticing prospective new recruits. Attraction can be judged in several ways, such as analysing social media likes and shares, how many applicants you have for a position and how many views an article or video gets. Bustling social media accounts are a must for your business to put themselves on the map. The more exposure your company has the better standard of applicants you will acquire.

STATISTICS

- 55% of job seekers will stop applying after reading negative reviews about a company (Ieftronic.com)
- 92% of individuals would consider leaving their current job for an opportunity with a company that has a better reputation (CR Magazine)
- 96% of companies believe employer brand and reputation can positively or negatively impact revenue, yet less than half (44%) monitor that impact (Career Arc)
- When making a decision on where to apply for a job, 84% of job seekers say the reputation of a company as an employer is important (Talent Now)
- Employee turnover can be reduced by 28% by investing in employer brand (Office Vibe)
- 95% of candidates identify a company's reputation as a key consideration when exploring new career opportunities (Glassdoor)
- 86% of HR professionals say recruitment is becoming more like marketing (iCIMS)
- As much as 23% of the 18-34 year old workforce would accept a pay cut for an opportunity to join a company with a good employer brand (LinkedIn)