

EMERGING BEST PRACTICE IN EMPLOYER BRANDING AND RECRUITMENT MARKETING

Guidant Global and Talent Leaders Connect recently hosted a round-table discussion on EVP and talent brand for Senior Talent, HR & Resourcing Leaders from a variety of industries. Here's a summary of our conversation at a glance.

Employer Brand

What employers say about themselves:



- Company website and collateral
- Employer's social media
- CEO and Senior Leaders
- Job ads

PERCEIVED
TRUST



Talent Brand

What their employees say about them:



- Glassdoor and review sites
- Employees' social media
- Peers within organisation
- Job interviews

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Employer brand and talent brand must align.

Your people and culture are your employer brand.

If your employer brand isn't authentic you have nowhere to hide.

Only your employees can help you define the essence of what makes your organisation unique.

Ask your employees to tell their stories - Their opinions and word of mouth matters!

Glassdoor has had a much bigger impact in some industries than others.

An appealing employer brand is perhaps even more important for retention than attraction.

TOP CHALLENGES



Leader Buy-In

Leadership often doesn't understand the bottom line importance of employer brand and talent attraction / retention. They can be too far removed from employees' reality.



Consistency

Hiring manager consistency at interview stage and during the recruitment process is a key priority. Employees need to understand their vital role in providing a positive candidate experience.



Diversity

Employer branding has the potential to prioritise 'culture fit' over 'culture add'. HR teams must ensure their employer brands are targeted but remain inclusive to attract the best talent.