

THE VALUE OF EMPLOYMENT BRANDING

Employment branding is the term commonly used to describe an organization's reputation as an employer and its value proposition to its employees, as opposed to its more general corporate brand reputation and value proposition to customers.

An employment brand is the market perception of what it's like to work for an organization. In other words, it's the image that your prospective, current and past employees have in their minds about the employment experience at your company.

Employment strategies cover several components which often influence employee retention. Some strategies include:

- Creating positive, compelling images of the organization that convey social responsibility and industry impacts.
- Providing clear and consistent messages about what it is like to work at the organization through viral phrases such as “commitment to innovation,” “teamwork”, etc.
- Encouraging the best potential candidates to apply for jobs with advertisements using media.
- Decreasing the time-to-fill and cost-per-hire ratios.
- Lowering turnover by offering competitive benefit packages and enjoyable work environment.
- Linking the employment brand with the company’s product brands by reinforcing the public’s image of the organization.
- Giving employees a sense of pride in their company by knowing they are working for an employer that has a competitive edge and/or positive contribution to society.

To help build and/or improve on a brand, it is vital to consider the channel of how employment branding is marketed upon others. Some popular channels are the company’s website, media ads (television, radio, print), collateral materials such as brochures, appearances at job fairs, campuses, or at other types of sponsored or non-sponsored events.

In today’s job market, employment branding is becoming important as the demand for skilled and talented workers increases. With the latest reliance on technology, the job searching and recruiting process has also impacted who is and who is not applying with particular organizations. The need for employment branding cannot be overlooked since it implies that hiring and retention rates may be stabilized. The goal is to make sure employees are satisfied, ensuring business goals are met, while being competitive and unique to one’s own core values.

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