

EVP: An Employer Brand's MVP

Employer branding is a hot topic for HR professionals today. Often talent acquisition takes the role of driving the definition and promotion of [employer brand](#). But where to start in cultivating an engaging employer brand can be different for organizations.

First, it's important to understand your employee value proposition. Has your company taken time to think about what differentiates your brand from the competition? What is unique about your culture? What motivates your employees to stay? What would attract a candidate to work for you? These questions have direct impact on your employee value proposition's foundation and messaging.

Once you have mapped out the employee value proposition, conduct an employer brand audit.

Start evaluating all of your communication media and employer brand touchpoints - from the brand website and applicant tracking system to employee testimonials and communication throughout the hiring process. According to our recent white paper and research on employer branding - [If You Build It, They Will Come: The New Role of Employer Brand](#), nine out of 10 job seekers (86 percent) use company websites to gather information, and it's also the initial experience with a company's market and employer brand. As you audit your own website, does the site effectively convey what your EVP is?

Employers can position themselves to attract and retain the best talent through the development and ongoing nurturing of an engaging employer brand. As you build your strategy, factor in the eight keys to building an engaging employer brand.



Be Bold

Employer reputation is increasingly being shaped online — often by forces employers fear they have little control over. Face the new market dynamics head-on and take action.



Be Reactive

When a negative or positive review is posted or submitted, thank the submitter, address the comments and, if appropriate, follow up if needed.



Be Proactive

Build a robust pipeline in advance and reinforce the employer brand through ongoing dialogue to attract top talent and loyal passive candidates.



Be Creative

Take a fresh look at your existing candidate-facing content (e.g., job descriptions to website) and generating new media.



Be Informed

Constantly evaluate tools from Twitter to Facebook, Glassdoor to Get Rated! Do not discount a new tool as it may wield real influence in the marketplace.



Be Consistent

The employer brand should speak in one voice with consistent tone and core values across job postings, blogs, interviews, onboarding, etc.



Be Authentic

Savvy users of social networking sites engage and encourage brand ambassadors in authentic social media participation rather than control.



Take into account candidates' unique motivators, needs and life stages, then customize approaches/materials for them.

Finally, test your brand's candidate experience. Step into the candidate's shoes. For example, apply for a job on your brand's career site. What was the experience like? Then ask yourself this question: Would I work for this company? By making employer brand a priority within the organization and developing a cohesive strategy of execution, you can answer the question with confidence.

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