

EMPLOYER BRANDING AS A KEY REQUIREMENT FOR SUCCESS

The overall performance of each organization is highly determined by its employees, which is why the role of HR-management has significantly increased by the last few years. It is important not only to find valuable candidates and skilled people, but to retain them in competitive and constantly changing environment, as engaged employees have a strong sense of purpose, foster innovation, bring creativity, and deliver improved customer service to an organization. And when the global competition heats up, it's time for leaders to focus on strengthening their organizations' employer brand – a reputation and a proven track record for being a great place to work. Employer branding then is defined as a company's ability to differentiate and promote this identity to a defined group of candidates that they're interested in hiring.

Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees, when companies with bad reputations pay 10% more per hire.[1,2] According to the preliminary study, 62% of candidates seek out the company's sites and social media to learn more about an employer before applying and 75% of job seekers consider a prospective employer's brand when deciding where to apply, but only 57% of employers say they've worked on their employer branding.[3] At the same time, 72% of recruiting leaders worldwide agreed that employer brand has a significant impact on hiring and 59% of recruiting leaders worldwide are investing more in employer brand than in other fields of their business.[4,5]

Employer brand includes corporate culture, employees' opinion, candidates' opinion and corporate strategy, that's why these points should be checked and improved in the first place.

Size also influences the branding strategy. Big companies can take a studious approach to branding by analyzing feedback from employees and outsiders, and building campaigns around those insights. Small companies can more easily carve out niches for themselves, and can craft brands that connect with people on a personal level.

The employer branding process consists of 3 parts:

1) Analytics & Advisory Services: The company needs to understand what kind of value it offers, define target groups and the employer value proposition (EVP), using a data-driven approach.

2) Activation: The company directs the message to the labor market – for candidates, recruitment agencies and other target groups.

3) KPI Development & Tracking: For effective employer brand promotion, constant testing and measuring – when using different campaign techniques, messages, channels, etc. – is required. It is imperative for a company to set key performance indicators (KPIs) and keep track of performance levels in order to make continuous improvements.[6]

The best example of efficient and successful employer brand is the company “Salesforce”, which is at the top of the list of Fortune’s 100 Best Companies to Work For in 2018.[7]

The idea of effective HR-management and employer branding is supported in the Republic of Belarus as well: each year we hold a special award “HR-brand Belarus”, and the winners in 2017 were such companies as Bank BelVEB, Wargaming Group Ltd., Gazprom neft Belnefteproduct and so on.

Trying to create perfect HR-strategy, it is also important to keep in mind, that there is no universal formula for the ideal employer brand: it’s uniqueness and diversity that attract talented candidates.

Employer branding may seem difficult at first, but anyway, all these efforts are worth trying as employees are the greatest competitive advantage. They’re the ones making the magic happen — so long as their needs are being met.

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