

**SCOUT
TALENT**
SEE PEOPLE FIRST

EMPLOYER BRANDING GUIDE





WHAT IS EMPLOYER BRANDING?

In a recruitment market full of near identical job ads, careers sites and social buzz, what makes your talent offer stand out? How do you cut through the noise and connect powerfully with the very best candidates?

Employer branding is about positioning your organisation as a great place to work, for the right people, for the right reasons.

Your employer brand is how your current and future people think and feel about you as an employer. This is made up of every interaction that they have had with you and your brand and while you can't control it, you can shape and influence it.

Your Employee Value Proposition (EVP) is within your control. This is your intended 'offer', the tangible and intangible things that you provide to your employees in exchange for the skills, capabilities and experiences that they contribute.

WHY EMPLOYER BRANDING MATTERS NOW.

In today's digital, candidate-driven job market, employer branding is no longer simply a buzzword.

84% of people would consider leaving their current company if another company with an excellent reputation offered them a job. We call these people 'continuous candidates', always open to making a move. In 2018 this represents a huge challenge or opportunity - it's up to you to decide which.

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THE CANDIDATE JOURNEY HAS CHANGED.

CANDIDATES ARE ACTING LIKE CUSTOMERS. ON AVERAGE, THEY USE **18 DIFFERENT RESOURCES** WHEN RESEARCHING A PROSPECTIVE EMPLOYER.



75%

of job seekers consider a company's employer brand before even applying to a job.

56%

consider it the deciding factor.

GREAT TALENT ATTRACTION IS ABOUT SALES AND MARKETING FIRST.

To attract and hire the very best candidates you need to engage them, positively and powerfully, and be up front about who you are and who you need.

Today's candidates are doing their homework and taking in your entire employer brand – your social presence, your online interactions and the things that people are saying about you. Increasingly applicants are seeking out the opinions and recommendations of others, including your current and past employees, before deciding whether to apply for a job or to accept an offer.



YOUR EMPLOYER BRAND DETERMINES THE QUALITY OF YOUR WORKFORCE.

It drives the level of engagement, motivation and retention – factors which are strongly linked to higher revenues, profit margins and overall return on investment in people operations.

Leading employers now realise that to attract the best employees, they need to approach recruitment the same way they approach customers - with **innovative marketing techniques**.

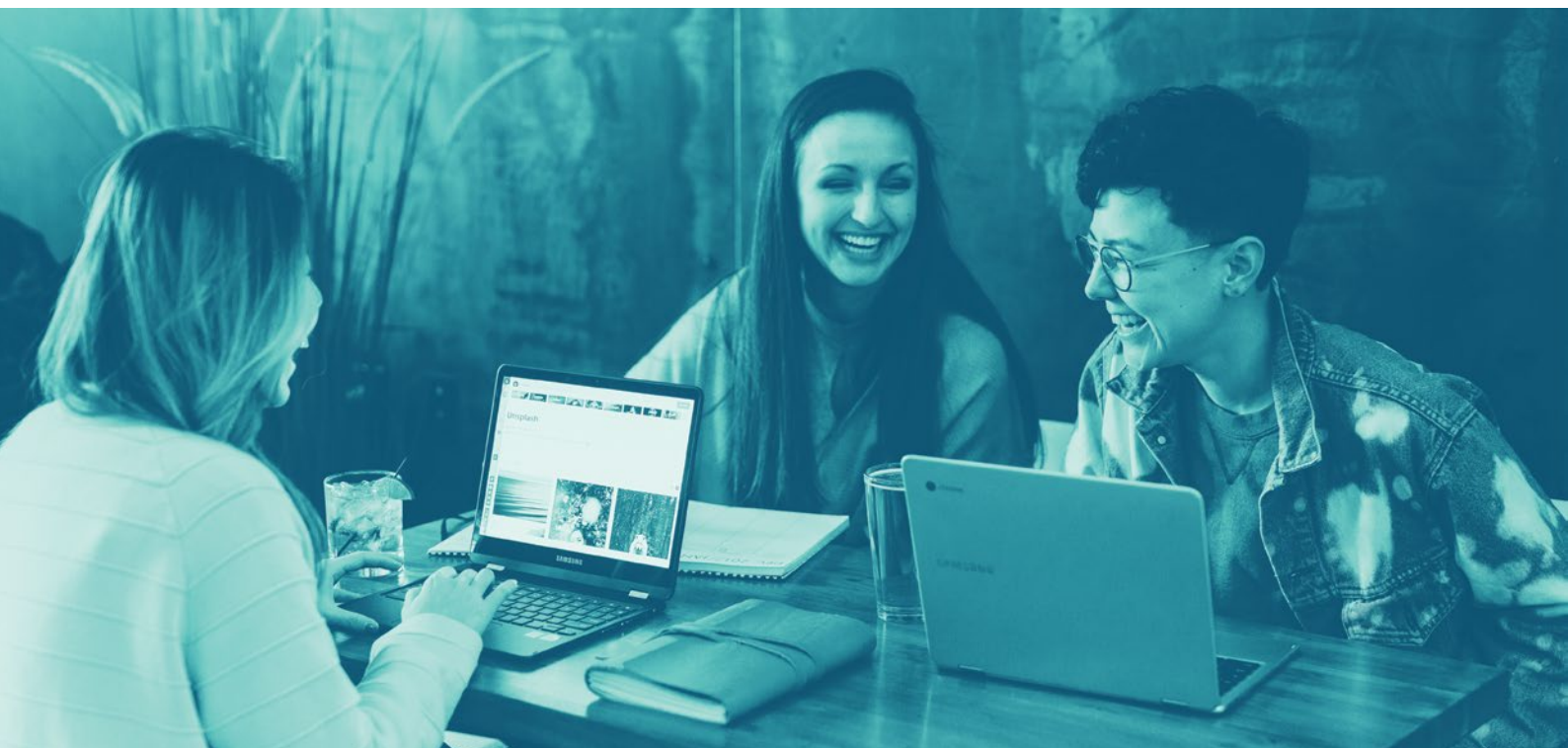


2x

Recruiters who build a strong employer brand are twice as likely to receive responses from the candidates they contact.

50%

Companies with a strong employer brand can reduce cost-per-hire by 50%.



SCOUT TALENT'S 5 STEPS TO EMPLOYER BRANDING

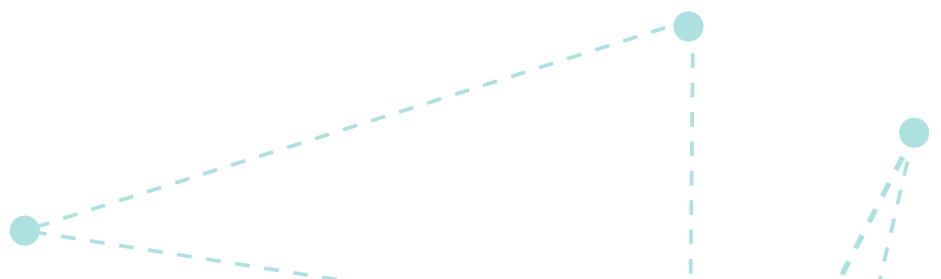
NOW YOU KNOW WHAT EMPLOYER
BRANDING IS AND WHY IT'S IMPORTANT...
HOW DO YOU MAKE IT WORK FOR YOU?

Having spent years working with businesses to recruit and retain quality talent, Scout Talent leads Australia's employer branding industry.

As qualified specialists, they will design and develop key strategies that will harness your employer brand and the tools you need to promote it.

SCOUT TALENT'S 5 STEPS TO EMPLOYER BRANDING

1. **UNDERSTAND** your audiences and your brand
2. **ARTICULATE** your unique, authentic brand
3. **AMPLIFY** your message to the right people
4. **LIVE** your EVP and practice what you pitch
5. **MEASURE** your results, grow your impact



1. UNDERSTAND YOUR AUDIENCES AND YOUR BRAND

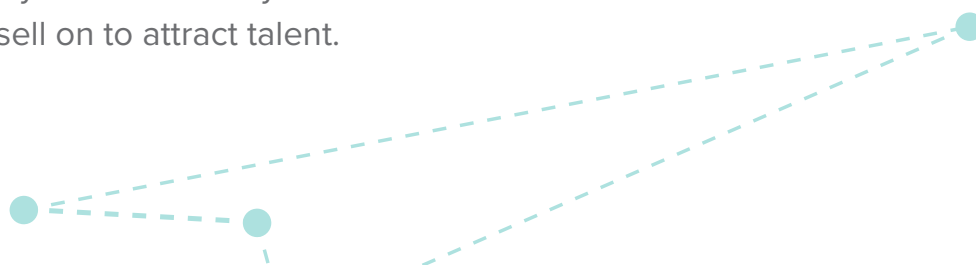


It is critical that you begin by identifying what your target audiences value most in their job, career and life.

How do these intersect with your talent offer? Through a thorough and robust research process, determine how your employees see you.

Use these insights to develop your EB themes, the key elements that you can authentically sell on to attract talent.

- How do these themes relate to each other?
- What are stories and angles behind them?
- What truths do they tell?



HOW CAN SCOUT TALENT HELP?

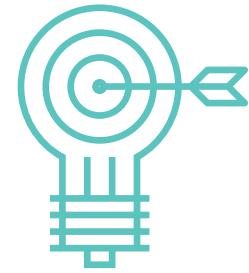
At this stage in the process, it's crucial to conduct proven research methods that reveal your talent proposition. This is best collated by an external agency who bring the expertise and the objectivity required to deliver a candid and thorough understanding of your brand.

Our Employer Branding Specialists are experienced researchers, practised in collecting and interpreting quantitative and qualitative data. We deploy proven, multi-faceted research process which unearths and unpacks key insights into your workplace and talent offer.

Our team applies the data collected to a rigorous evaluation framework where we determine and group trending feedback.



2. ARTICULATE YOUR UNIQUE, AUTHENTIC PROPOSITION



Having unpacked your employer brand, this stage is about crafting your core proposition. While an EVP statement is one common output in this process, we strongly recommend extending this to a broader EVP framework. This contains the key (word perfect) messaging, which quickly and powerfully communicates your ‘why work for us’.

While EVP frameworks will vary according to your findings in the discovery phase, as a suggestion you may consider including the following:

- A unique, single-line message
- A powerful EVP statement
- Underlying EVP pillars
- Associated messaging (bringing each pillar to life)
- Specific examples of how each pillar is lived
- Segmented EVP messaging according to audience

HOW CAN SCOUT TALENT HELP?

This process starts with analysis and evidence but is brought to life by creativity and storytelling. This is the magic of the employer branding process.

Our Recruitment Marketing Specialists work in partnership with your HR, marketing and other stakeholders to create and refine the right themes and language to inspire, educate and attract.

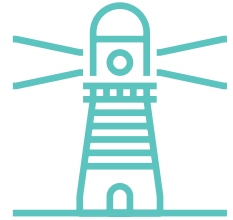
THE KEY WORD IN ALL OF THIS? AUTHENTICITY.

QENOS FUTURE LEADERS

Scout Talent collaborated with Qenos, Australia's exclusive manufacturer and supplier of polyethylene, to uncover their unique EVP and associated messaging. Scout Talent developed authentic asset copy and content based around their EVP pillars and broader framework and this is reflected in their [Future Leaders careers microsite](#).

Here you can find examples of employee profile stories and their EVP statement and messaging in action, all designed to attract candidates (future leaders) best suited to a life at Qenos.

3. AMPLIFY YOUR MESSAGE TO THE RIGHT PEOPLE



ARMED WITH RESEARCH AND A ROBUST EVP, HOW DO YOU BRING YOUR EMPLOYER BRAND TO LIFE AND TURN IT INTO RECRUITMENT ROI?

In today's digital world, employer branding is no longer a simple matter of booking advertising space with your local media outlet. You should always recruiting, presenting yourself as an employer of choice to quality candidates. What initiatives have you implemented in this area?

This starts with a solid, actionable plan. Be focused on what you're going to do and when, who's going to do it and how you're going to measure it. A robust library of careers-based content, directed at people considering a career with you, is essential to building your credibility and appeal.

IDEAS FOR AMPLIFYING YOUR EMPLOYER BRAND:

- Create stories on your people, both individuals and teams
- Write articles about what's it's like to work at your organisation
- Produce news and other short posts recognising and celebrating your people
- Include videos which capture your employer brand and clearly communicate to candidates what you're looking for and what's in it for them

Broadcasting your EVP is also critical to building a powerful talent pool from which to draw worthy candidates as positions arise. Talent pooling is increasingly considered an essential resource for organisations, not only reducing the costly and lengthy process of recruitment but also as a register of high-calibre, interested talent for future opportunities.



HOW CAN SCOUT TALENT HELP?

THROUGH EXTENSIVE RESEARCH AND EXPERIENCE, SCOUT TALENT HAS DEVELOPED A COMPREHENSIVE CATALOGUE OF STRATEGIES DESIGNED TO AMPLIFY YOUR EVP.

In this phase, our Employer Branding Specialists will develop a tailored list of strategic recommendations designed to bring your EVP and brand story to life. This will include a calculated approach to social media management, internal branding strategies (how to live and reinforce your EVP and drive employee advocacy) and advice for building an engaging content engine. EO's Employer Branding team can also deliver this content for you. We will manage the content plan and craft

meaningful copy and employer profile stories to sit on your careers website, blog, job adverts and on your social channels. These features will give potential candidates an authentic, comprehensive understanding of what it's like to work with your organisation.

Our in-house Recruitment Marketing Videographer will help you harness the power of video and imagery to be included in your wider content strategy.

SOCIAL CASE STUDIES

Royal Flying Doctor Service (RFDS – Queensland division)

Sharing this profile story of Flight Nurse Laura Bratby on their Facebook page, RFDS were thrilled to see the post reach 38,426 people organically and a further 12,362 reached following a small paid campaign. With around 146,000 followers, this post garnered 1100 likes in comparison to typical figures of 50 – 200 likes. What's more, the story was shared 155 times with 138 comments, leading to over 350 click-throughs to the RFDS careers site. [You can find the post here.](#)

Nganampa Health Council

This is a story that our Employer Branding Specialists are very excited about. At the time of posting, this small organisation had just 1600 followers of their page. This authentic story reached over 18,000 people (a 604% increase in their average Facebook post reach) and resulted in 132 click-throughs to the Nganampa profile stories webpage.

Nganampa Health Council Usually attracting between 20 – 100 reactions per post, the profile story of Aboriginal Health Worker Zibeon Fielding skyrocketed to 511 reactions with 99 comments and 62 shares. This is an outstanding result which has trickled through to result in a 22% increase in Facebook likes from June to November and promoted visits to the careers microsite to soar from 91 sessions (67 unique visitors) to 699 (546 unique visitors). [You can find the Nganampa Health Council careers website here.](#)



4. LIVE YOUR EVP AND PRACTICE WHAT YOU PITCH

When it comes to employer branding, it's essential that you practice what you pitch. Organisations who pretend they're something they're not, or who let aspiration overtake reality will quickly be found out and shown up.

Employer branding is not a 'set and forget' project, it must be nurtured - fed and watered with meaningful internal activity focused on employee engagement and experience. Organisations are always changing and no employer is perfect. What matters is that you're open and honest with your current and future people, warts and all.



HOW CAN SCOUT TALENT HELP?

How you run your organisation is up to you, our specialists are here to offer you the support and insights you need to live your employer brand authentically and actively.

5. MEASURE YOUR RESULTS, GROW YOUR IMPACT



This stage is crucial to the employer branding journey, and will confirm which areas are on track to reflect your EVP or where further efforts may be needed.

Before you commence your employer branding project, it's important that you record key information in regard to your current recruitment experience.

THIS WILL INCLUDE:

- Average number of applications received for each type of role
- Number of quality (shortlisted) candidates
- Perception of brand from new starters (entry interviews)
- Perception of brand from departing employees (exit interviews)

As you conclude the first phases of the project, you can use this information to form robust KPI's or metrics to track the success of these activities.

While you can't change your employer brand over-night, tracking these metrics over time will help you identify how your employer brand is helping you attract and retain quality people to your organisation.

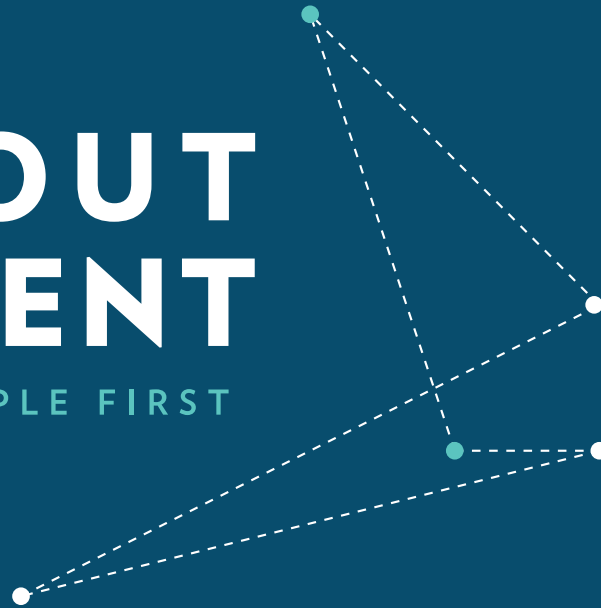
HOW CAN SCOUT TALENT HELP?

Scout Talent's Employer Branding Specialists are highly experienced in analysing and interpreting data. Measuring your KPIs, we'll offer you actionable solutions and feedback based on your results.

We also offer Employee Engagement Surveys designed to determine the engagement levels of your workplace and form an authentic picture of your culture.

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NEED HELP WITH YOUR
RECRUITMENT?
TALK TO A MEMBER
OF OUR TEAM TODAY

For more information on how you can utilize Scout Talent services to enhance your recruitment process, please contact us through the details below.



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