

GET SET

FOR GROWTH

ACCESSING MONEY AND MARKETS



EMPLOYER BRANDING

Why it matters

getsetforgrowth.com

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WHAT IS EMPLOYER BRANDING AND HOW CAN IT HELP YOU?

We have created this useful guide to help you take control of your image and overall hiring process, by using marketing strategy principles and understanding the motivations of tech talent.



A brand is more than just an identity; it's a promise from a company to its consumers

JAY LEOPARDI

Your Employer Brand is similarly a promise to your existing and future employees, a strong and clear message about priorities, work ethics, benefits and company mission. It is your reputation as a place to work and your employee value proposition convincing great talent to join you over others.

An intentionally built Employer Brand works in the background of your hiring processes, raising awareness of how awesome it is to work for you and generating genuine interest. It also has a direct correlation to improving overall operational efficiency by reducing hiring costs, increasing retention and quality referrals.

HOW IS YOUR BUSINESS IMPACTED?

From hiring time reduced - and thus more time left for your team to be productive - to less money spent on recruiters, a good employer brand impacts your bottom line directly. Most companies can measure the impact of a strong employer brand in thousands of dollars saved. Previous research from LinkedIn demonstrates this.

28% reduction

in the organisation's turnover of staff

50% reduction

in the cost-per-hire

50% more

qualified applicants

1 - 2 times faster

hiring time

Source - LinkedIn Study 2011

Of course, it is only logical that highly driven employees will be attracted by impactful companies. Clearly communicating your mission and how you are making the world a better place only serves to strengthen your value proposition and attract top performers.

YOUR EMPLOYER BRAND

Where do you stand now?

Do you know how the greater public and potential employees view you?

What could they discover if they were to do a little bit of research?

YOUR WEBSITE

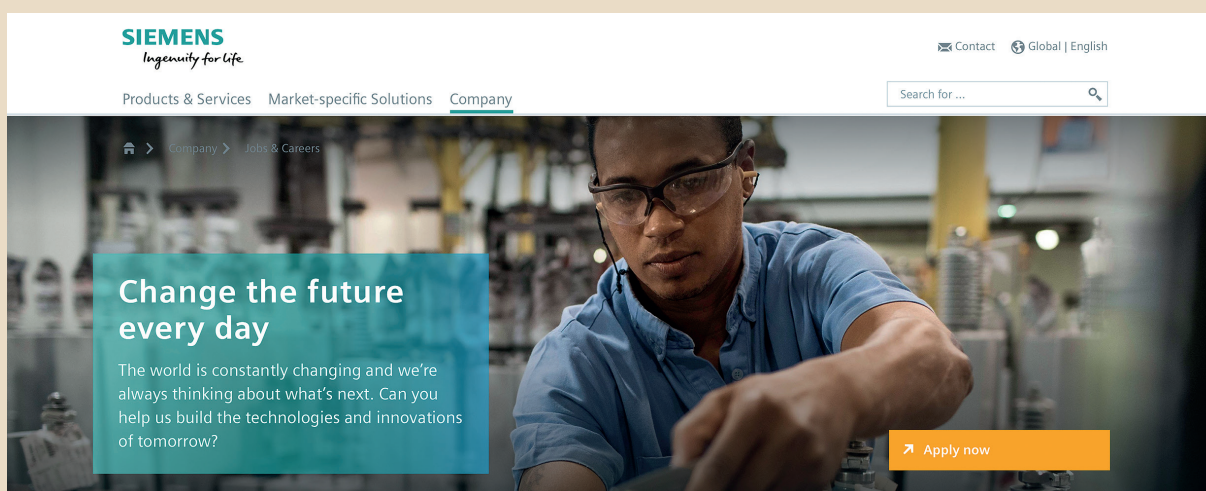
52% of candidates seek out your website to learn about the organisation and culture. This is the first port of call for many, so you have an opportunity to showcase why is it great to work for you.

Take a look at your career pages and pay attention to the language, tone of voice and the content there. Does it match up reality and how you want to be known as an employer?

The #1 obstacle candidates experience when searching for a job is not knowing what it's like to work at an organization, so providing more information and very precise job descriptions can be helpful.

The language of your job ad is also crucial, if you are trying to find diverse candidates. It is easy to use very masculine or feminine words and alienate one group or another. You can try a tool like **Ideal Role's JD Decoder** (<https://decoder.idealrole.com>) that will let you know if your words are skewing into either direction.

For a great example, check out **Siemen's Jobs pages**(<https://new.siemens.com/global/en/company/jobs.html>), that is almost separate micro site, detailing the employee value proposition, what does day to day life at the company look like and showcasing international opportunities.



SOCIAL MEDIA

LinkedIn is an increasingly important channel for job search and recruitment. Do you maintain a company and careers page? Do you use the Careers feature that lets your team give video advice to people aspiring to work for you? These places can host valuable content when it comes to convincing candidates that they should apply.

Alternatively, you can make use of **LinkedIn's Talent Brand Index** (<https://business.linkedin.com/talent-solutions/blog/2012/10/talent-brand-index>) to see how you stack up against your competitors.

However, all other social media channels where you are present speak to your culture, tone of voice and philosophy.

Are you part of the important conversations there, making sure you grow your awareness amongst developers? Does your communication reflect your values and value proposition?



IDEO uses their @IDEOjobs Twitter channel to showcase open positions and culture stories, offering a view into the life of its teams.



Microsoft, for example, uses Instagram to showcase company culture first and foremost at **@microsoftlife**.

Last but not least, look at the channels you cannot control. Take a look at what comes up if you search for your company name all around the internet, but especially on forums and channels that are known to be favoured by the tech crowd.

Glassdoor is dedicated to company reviews by real employees and candidates, so chances are you can find unfiltered and honest opinions about your organisation there. Developers can be found on many niche forums and social media channels as well, such as **Hacker News**, **Reddit** or even recruitment review groups on LinkedIn.

YOUR OWN TEAMS


Do you know how happy people are working for you? Are you aware of the general atmosphere and what needs improvement? Do you conduct meaningful exit interviews?

Candidates trust the company's employees 3x more than the company to provide credible information on what it's like to work there. If your team is not genuinely stoked about at least one aspect of working for you, the stream of application might dry up as soon as they reach out to a team member. (Which is very likely when you are hiring for tech talent.)

You might find that not everything is completely aligned - but it is as important to identify the areas where you are winning, as the ones you need to work on the most.


You can harness the power of employee testimonials too to deliver credible information about your organisation. **PwC uses the power of employee testimonials** very well, allowing employees to talk about their roles and what does it take to successfully deliver in them on their careers pages:

Watch our videos




PwC careers in Technology - Data and Analytics - Cathy

Cathy gives insight to her career in Data and Analytics at PwC. Watch this short video to hear the importance of human insight in technology, what excites her most about her career, and her proudest achievement.




PwC careers in Technology - Cyber Security - Kit

Kit gives insight to his career in Cyber Security at PwC. Watch this short video to hear about hacking international data, spear phishing, and what it's like working for a firm at the forefront of technology.



PwC careers in Technology - Cyber Security - Louise


Louise gives insight to her career in Cyber Security at PwC. Watch this short video to hear her thoughts on working for a firm at the forefront of technology, and how you don't need a technical background to achieve a career in Technology with PwC.



PwC careers in Technology - Data and Analytics - Darren

Darren gives insight to his career in Data and Analytics at PwC. Watch this short video to hear about his biggest achievement, how PwC are pushing boundaries within Technology, and what our junior talent are up to.


Tableau not only introduces the team but showcases their passion for data, which is the heart of the company's work.



LIFE at TABLEAU


MENU

Meet
KATE



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GET IN TOUCH!

Get in touch today and work with us to:

- Understand the talent pool and how your best candidates choose their workplace,
- Identify your strengths and best assets making your company a fabulous place to work,
- Create a consistent communication plan to build your employer brand,
- Turn social media and content into your ally.

EXPLORE YOUR EMPLOYER BRAND

GetSet for Growth offers 12 hours of completely free support courtesy of funding from the J.P. Morgan & Chase Foundation.

Register to explore your employer brand, unique attractive attributes and how to target the right technical talent.

Don't forget, **half of candidates won't consider working for a company with a bad employer brand**, no matter how high the salary offer.

LET US HELP YOU SHINE THE BEST LIGHT ON YOUR ORGANISATION!



RESEARCH RESOURCES

Pages 3 & 4

LinkedIn Talent Solutions - Employer Brand Statistics.

Stack Overflow - 2018 Developer Survey.

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