

## HOW TO.....GET YOUR EMPLOYER BRANDING RIGHT

### What is Employer Branding?

The Chartered Institute of Personnel and Development (CIPD) describe Employer Branding as 'How an organisation markets what it has to offer to potential and existing employees'. This implies it's an activity an organisation actively sets out to complete.

Just like marketing for services and products, it will be tone of voice, words, logo, and communication tools (websites etc), and run through everything (Adverts, JDs, policies etc etc).

### Your 'Employer' Brand

Your 'employer' brand is your reputation as an employer.

It's what people are saying to others about how they perceive you as an employer.

Those people will be your current employees, ex-employees and people who have applied for a vacancy and been unsuccessful.

They will also be friends and families of those people, and customers and clients who have experienced your organisation in one way or another.

### Getting it wrong

For me, there are three common mistakes organisations can make with their employer branding.

1. The first is to not realise how important it is for business. Promoting yourself as an employer should be no different to marketing your products or services.
2. The second is to market what they want to offer, not what they actually offer. Employer branding that is out of sync with reality is at best embarrassing and at worst dangerous. Don't make this mistake.
3. The third is under-investing in the branding exercise. If you don't properly understand the positives about your business in comparison to your competitors how can you create a brand that will help you be an employer people want to work for

### Getting it right

I think it's so important for an organisation to do its branding exercise properly.

You need to come up with a brand that resonates with the reality of what you offer, drawing on the positives of the employee experience you provide.

Don't paint a picture of utopia that doesn't exist or else you'll appear misleading or untrustworthy. You'll also have attraction and retention issues for both employees and customers.

It doesn't have to be an expensive exercise, but it does require time and honesty; and where it highlights gaps between the reality and aspirations of employee experience this can inform your 'People' strategy so that you can become a great employer.

I hope you found this guide useful. Contact me at [karena@KDHRsolutions.com](mailto:karena@KDHRsolutions.com) if you would like more information.