



building sharper brands

How to create your employer brand

CMDi guide

What is an employer brand?

In today's competitive job market, the concept of employer branding has gained substantial recognition and prominence.

Employer branding refers to the reputation and perception of an organisation as an employer, encompassing its values, culture, mission, and overall work environment.

It represents the promise that an organisation makes to its employees, both current and prospective, about what it's like to work within the company.

By investing in building a positive employer brand, companies can attract top talent, enhance employee engagement and retention, bolster their organisational reputation, achieve cost savings, and create a workforce of passionate brand advocates.

In a rapidly evolving job market, an employer brand that resonates with current and potential employees is a strategic asset that sets organizations apart and drives long-term success.

How to build an effective employer brand – defining your EVP

A strong employer brand plays an important role in attracting and retaining top talent. Here are some key steps to help you build your EVP:

Define your employer value proposition (EVP): Start by understanding what sets your organisation apart and what you can offer employees. Identify your company's mission, culture, benefits, growth opportunities, work-life balance, and other unique aspects that make you an attractive employer. Craft a clear and compelling EVP that resonates with your target talent pool.

Understand your target audience: Determine who your ideal candidates are and what they value in an employer. Consider their motivations, aspirations, and preferences. Conduct surveys, interviews, and market research to gain insights into what attracts talented individuals to organisations like yours.

Enhance candidate experience: Provide a positive and engaging experience for job candidates. Streamline your application process, communicate promptly and transparently, and provide feedback to unsuccessful candidates. Ensure that candidates feel valued and respected throughout their interactions with your organization.

Improve employee experience: Foster a supportive and inclusive work environment that meets employees' needs and aspirations. Provide opportunities for professional development, recognition, and meaningful work. Encourage open communication, collaboration, and work-life balance. Ensure your organizational culture aligns with your values and EVP.

Develop an authentic employer brand message: Craft a compelling and authentic message that accurately represents your organization. Highlight unique aspects of your company culture, values, benefits, and opportunities for career growth. Ensure consistency in your messaging across various channels, such as your website, social media, job postings, and employee communications.

6. Create an environment where all colleagues feel safe, empowered and confident: Develop your ED&I programme to ensure that your workplace reflects the community you serve and refer to the Construction Inclusion Coalition for advice <https://builtonbetter.uk/>
7. Leverage employee advocacy: Encourage your employees to become brand ambassadors. Encourage them to share positive experiences and stories about working at your organization with their networks. Employee testimonials and referrals can significantly enhance your employer brand credibility.
8. Engage in social media and online platforms: Leverage social media and online platforms to actively promote your employer brand. Showcase your organizational culture, values, employee achievements, and community involvement. Engage in conversations and respond promptly to inquiries or feedback, demonstrating your commitment to transparency and authenticity.
9. Foster PR and media relations: Seek opportunities to feature your organization in relevant media outlets. Publish articles, whitepapers, or blog posts to establish thought leadership in your industry. Participate in conferences or industry events and engage with the media. Positive media coverage can enhance your employer brand and attract top talent.
10. Develop your Apprenticeship programme: Apprenticeships help bridge the gaps in learning in your organisation and provide the skills you need for the future. Benefit from creating a more diverse talent pool and higher retention rates. Apprenticeships are the best way to invest in your people's future and secure the future of your company.

Building a good employer brand takes time and ongoing effort but is essential to compete harder for the right people during the skills shortage. By investing in your culture, values, and employee experience, you can create a compelling employer brand that attracts and retains the best talent.

How to build an effective employer brand – examples

Google

Who *doesn't* want to work at Google? Google's employee perks are well known, as well as their famed [campus style workspace](#). Their “work hard, play hard” environment is one that is emulated by many to attract A players while also setting realistic performance expectations.

Even if your company isn't Google, take a page from their playbook and highlight all of the amazing benefits, learning and career path opportunities you offer. Perks matter, but they also want to know what kind of growth awaits them if they invest their future with you.

Visit Google's career site

<https://www.google.com/about/careers/applications>

Starbucks

Starbucks does a really good job of building its brand through its employees. Starbucks has a @StarbucksJobs [Instagram](#) and [Twitter](#) account that they use specifically to promote their employer branding and interact with potential candidates. They use the hashtag: #sbuxjobschat to encourage people to contribute feedback, and they regularly post links to their LinkedIn and other social media pages for easy access to resources. Starbucks also has a [Jobs Playlist](#) you can view via their [Youtube Channel](#).

Creating a unique community for employees is not something new to the jobs industry. But what you can learn from Starbucks is that by creating conversations online through various social media platforms with employees and candidates, you can learn about what inspires people in their jobs, as well as what they're looking for in potential jobs at your company.

Visit Starbucks' career site

<https://www.starbucks.com/careers/>

How to build your careers webpage

As well as articulating your EVP, consider how this will apply to your talent programme and career your webpages too. Remember, the content on your careers recruitment page should reflect the unique aspects of your business and resonate with your target audience. By providing clear information about your company, culture, benefits, and growth opportunities, you can attract qualified candidates who align with your organisation's values and goals.

Why is this important?

- According to a study by Talent Board, 74% of candidates start their job search on search engines and job boards, while 64% research a company through its website. By having a careers page, a company can increase the chances of capturing the attention of active job seekers from these channels.
- According to research by Appcast, job seekers who visit a company's careers page before applying are more likely to complete the application process. Candidates who engage with employer branding content have a 3x higher completion rate compared to those who bypass the careers page.
- A survey conducted by Glassdoor found that 76% of job seekers want to see details about a company's culture and values on its website. They consider a careers page as one of the most valuable resources for gathering such information.

How to build your careers webpage

What should you include?

Photographs and Videos

Exterior of branch / site / office / interior shots of people at work/selfie videos/interviews.

Company Overview

Begin by offering a concise overview of your business. It's also important to define your purpose, what makes you different and how you are having an impact on the people and the planet. Include details about your mission, values, culture, history, and the markets you serve. Highlight what sets your company apart from competitors and the impact of your company in the local community.

Job and/or Apprenticeship / Training Openings

List current job openings with job titles, descriptions, and requirements. Clearly communicate the responsibilities, qualifications, and desired skills for each position. This helps candidates quickly identify roles that match their experience and interests.

Employee Benefits and Perks

Showcase the benefits and perks you provide to employees. Include information about health insurance, retirement plans, paid time off, professional development opportunities, wellness programs, and any unique benefits or incentives specific to your industry or company.

Company Culture

Illustrate your company's culture and values. Describe the work environment, team dynamics, and collaboration opportunities. Highlight any employee-centric initiatives you have in place, such as employee resource groups, mentorship programs, or wellness activities.

Consider the relevant job sites you need to partner with like Indeed and talk to your relevant trade association

How to build your careers webpage

What should you include? (continued)

Career Development and Growth Opportunities

Emphasise the career advancement prospects within your organisation. Explain how you support employee growth through apprenticeships, training, mentorship, and ongoing learning opportunities. Mention any leadership development programs or tuition reimbursement options.

Testimonials and Success Stories

Include testimonials or success stories from current or former employees. Showcase their experiences, career progression, and what they appreciate most about working at your company. This adds credibility and gives candidates insights into the employee experience.

Equity, Diversity and Inclusion (EDI) Initiatives

Highlight your commitment to equity, diversity and inclusion. Describe any EDI programmes, policies, or employee resource groups that promote a diverse and inclusive workplace. Candidates are increasingly looking for employers who prioritize and support diversity.

Sustainability and Environmental Stewardship

If your Building Materials business has a strong focus on sustainability and environmental stewardship, highlight these aspects. Share information about your green initiatives, eco-friendly products, and efforts to reduce the environmental impact of your operations.

CV Details and Contact Information

Upload...

Careers pages are the best communications channel for your employer brand, but don't forget to fully integrate across all your HR and talent programme communications

About CMDi

Incisive approach:

- Intelligently analytical
- Sharply focused
- Quick
- To the point





Research

- 360 organisational review
- Leadership and team directional assessment
- Market assessment, attractiveness and entry analysis
- Brand review
- Customer insights, behaviours and perceptions
- Value proposition development
- Segmentation and journeys
- Product and service innovation
- Channel and communications review
- Personas and profiling
- Data tracking, KPIs and benchmarking



Strategy

- Vision and corporate plan
- Growth strategy
- Organisational direction and leadership alignment
- Brand and product positioning
- Brand extension
- Market entry strategy
- Leadership and team change management
- Personas and value propositions
- Customer personalisation
- Innovation and capability building
- Channel review and strategy
- Product and service review
- Go-to-market and product launch



Creative

- Vision and strategy articulation
- Brand identity and expression
- Value proposition articulation
- Engagement and recruitment campaigns
- Creative strategy
- Messaging and copy
- Content marketing campaigns
- Consumer TV, VOD and radio

Clients



CMDi works collaboratively with commercial clients and membership organisations to develop and implement strategy at corporate, commercials, brand, marketing and communication levels.

Our senior only team has over 20 years' experience in defining strategic direction, creating synergy and guiding transformation.

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