

Don't underestimate the importance of employer branding! 2/17/24



PwC Latvia Employer branding specialist
Patrīcija Rauza

In today's competitive job market, the battle to attract and retain the best talent is more challenging than ever before. An effective employer branding strategy that is aligned with your corporate values, culture, work environment and benefits will help you stay ahead of your competitors. Not only are organisations with a strong employer brand attracting more applicants but the pool they get to choose from is higher quality, leading to better hires and lower turnover rates.

What role does employer branding play in recruitment?

Attracting top talent is a growing challenge due to intense competition. Research shows that 46% of recruiters see their role more as marketing because people are becoming more selective about the culture and reputation of organisations they prefer to work for. High achievers flock to companies that will drive their careers, so a good reputation can influence their call. Job seekers realise that their perception and market value will depend on the reputation of the organisation they work for. This means organisations that prioritise building and maintaining a good reputation are more likely to attract top talent.

What role do your employees play in shaping your brand awareness?

In today's digital age, information is being posted on social media at lightning speed. Word too travels fast, and what workers say about their company plays an important role in how it's perceived as an employer. Employer branding is about creating a positive and compelling image that resonates with potential applicants and, more importantly, your current employees. If they are satisfied and feel a sense of belonging to your organisation, they are more likely to perform better, refer their family and friends, and act as brand ambassadors. People trust recommendations from people they know more than brands and their ads. Research shows that workers are trusted three times as much as employers. So it's crucial that you reflect your brand values and corporate culture in a way that resonates with your employees.

Aligning your employer brand with staff expectations and experiences

One way to do this is through staff surveys. A survey helps you gather information from your workers to understand how they perceive your organisation, its culture and values, and allows them to share their experiences. The survey results can help you come up with key selling points and insights into what truly differentiates your company, which can be used in developing your employer branding strategy. Another option is to organise focus groups for your employees instead of collecting anonymous individual responses. Focus groups allow employees with different roles and backgrounds to come together and interact with each other. This setting provides qualitative data, as the participants can share personal stories and explore opinions, experiences and attitudes in depth.

Your employer brand adds value in the long term

Investing in your employer brand is a commitment to your organisation's future success. Actions such as staff surveys, interviews, social media activities and brand ambassador programmes are unlikely to bring about a sudden increase in the number of applicants, because it takes time to build trust with people and you need to cultivate a good reputation. In the long run, however, investing in employer branding can lead to new opportunities and a strong brand awareness.