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The Importance of Employer Branding

With the current skills gaps that the UK is facing in a variety of sectors it is more important than ever for businesses to remain competitive in the war for talent. Employer branding is not a new concept, but many organisations still don't have a strategy in place for building and maintaining their own.

What is employer branding?

Employer branding is essentially "how your organisation is viewed by others". This could include key stakeholders like shareholders and the public, but in the context of resourcing generally refers to your current employees and potential job applicants. In today's market many organisations want to be seen as an "employer of choice", meaning that job applicants will want to work for them over potential competitors, and building a strong employer brand and developing a unique people proposition is at the heart of this strategy.

Why is a strong employer brand important?

The benefits of building an effective employer brand are extensive. Below we've listed 3 key reasons why you should consider developing this within your organisation.

1. Increase the pool of potential applicants

If the attractiveness of your organisation is enhanced through the development of an effective employer brand, more prospective employees will be likely to apply, allowing your pool for selection to be much larger.

2. It can decrease your cost per hire

Companies with a strong employer brand have been shown to spend on average 43% less per candidate hired than competitors, according to LinkedIn. These employers find that they need to spend less on advertising and marketing, with their employer reputation doing much of the heavy lifting in this area.

3. Having a strong reputation can mean more to candidates than offering a premium salary package.

Whilst the right salary is important, it's not the only thing employers should consider when recruiting. A strong reputation can have a substantial impact on a candidates' choice of career move, with over two-thirds of candidates saying they would consider accepting lower pay if the employer they were interested in had very positive reviews online.

4. It acts as a powerful retention tool

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Employer branding is not just about recruiting the right talent, but also ensuring that you retain it. Building a strong employer brand means that candidates can self-select more effectively, as this branding should give an insight into company culture. Candidates that have an accurate view of the employer in the early stages of the recruitment process are less likely to leave the organisation after accepting a job offer. Essentially, for employers it is about ensuring that expectations are met with reality.

How can we help?

If you are interested in developing your employer brand then why not attend our upcoming ½ day training session on the topic for only £60 (+VAT). More details of this event can be found [here](#).

For more information on how the RBHR team can support you or your business call 01935 411191, or email admin@rebeccabevins.co.uk

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