



# CENTRAL UPDATE

RECRUITMENT CENTRAL'S CLIENT NEWSLETTER

## INSIDE THIS MONTH'S ISSUE:

EMPLOYER PRESENTATION  
& BRANDING IN THE  
LIMELIGHT

### **Presentation skills are important for employers too.**

Employer branding is a marketing strategy used to attract talent and position your brand in the labour market. But it's not just that - it also ensures that your workplace can attract the best people and is a place where people want to come and work.

Today, employer branding is not just about setting up a ping-pong board in the relaxation area or neon bean bags scattered all over the office. With remote working, employees require intangible security and employers need to take care of their workforce to avoid additional recruitment and training costs.

Therefore employers really need to up their game if they want employees to stick around.

First step being brushing up on how your company presents itself when looking to recruit...

# Employer Value Proposition

Think about how you want to position yourself in the market by establishing an employer value proposition.

Establishing an Employer Value Proposition is a three-step approach:

1. **Reflection:** What do you offer as an employer and why do people like working for your company?
2. **Understanding your competitors:** If people do not work for your company, then where do they work?
3. **Exiting Staff:** If employees leave your company, where do they go?

Based on this, think about your target job seekers and understand their preferences. Instead of asking all the questions at an interview be sure to take the time to outline why working with your company is engaging, fun and different. Know that the preferences of nurses are different to IT experts. **Position yourself to attract the right candidates.**

Once you understand these areas then you can start your employer branding campaign using multi-media platforms like:

- Website and blog
- Social media (LinkedIn, Facebook, Twitter)
- YouTube
- Newspaper advertising.



## Measuring your brand

It is a common myth that employer branding cannot be measured. There are many ways to measure employer branding but it depends on your objectives and your goals.

- **Measure your reach:** Check your social media impressions or engagements through their inbuilt features
- **Attracting talent:** Measure the % of applications received and trends over time
- **Employer rating:** Track your GlassDoor employer rating. Track the number of candidates writing reviews on your company while working there or after they leave.



## A brand without a voice is just a logo.

It's no secret that employer branding is vital for today's job market.

## Why is employer branding important?

Employers have realised that these days you have to make employer branding more meaningful and strategic. Employer branding is not only what external people see, but internal people as well. Based on the reasons why employees stay with you, you will need to establish your Employer Value Proposition and set goals that are measurable so you can measure its success.

# 55%

recruiting leaders worldwide have a proactive employer brand strategy.

# 75%

job seekers consider an employer's brand before even applying for a job.

# 52%

candidates first seek out the website and social media to learn more about an employer.

[https://business.linkedin.com/content/dam/business/talent-solutions/global/en\\_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf](https://business.linkedin.com/content/dam/business/talent-solutions/global/en_us/c/pdfs/ultimate-list-of-employer-brand-stats.pdf)

### HR & Recruitment that comes to you

We understand recruitment and HR and know many businesses need the service but don't have time to implement what is required. We can solve this by being your in house HR department.

### Do what you do best and leave the HR stuff to us

We can take care of all areas of HR for your business, including:

- Recruiting and finding candidates
- Legislation and Compliance
- Onboarding & induction
- Performance Management

### Contact us for free HR Business Health Check

With over 18 years of experience in varied sectors we can assess your business HR & Recruitment needs. Contact us to arrange this free report below.



## SANDRA'S MESSAGE

CEO

### Recruitment Central

Times are changing and the way we recruit is shifting. It's important to stay ahead of these changes if you are looking to expand your team or grow your business with talent.

There is talk internationally about the Great Resignation, not everyone is convinced on this subject but some studies show many are considering their options. If you are looking to recruit, showcasing your business as a great employer will set you ahead of many others.

A recent study of job seekers showed that roughly 40% would turn down a job if the company lacked a diverse workforce or did not have clear goals to increase diversity in hiring.

It's a good time to think about your staffing, brush up and polish your employment offer, revisit contracts and ensure that what you are offering in terms of benefits and remuneration is in line with your competitors. Perhaps you are already a leader in this area, how are you going to stay ahead of the trends?

If you need help or advice on your employment contracts, job descriptions, managing benefits please reach out.

Stay tuned for more from our team as we hit the home stretch towards Christmas - only 9 more Friday's to go!

Sandra

