

MFB News – November 2011

EMPLOYER BRANDING: A POWERFUL TOOL NOT ONLY FOR BIG COMPANIES

Dear Madam and Sir,

Employers are fighting a war for talent that continually challenges them to rethink recruitment tactics. To be competitive in today's markets and prepare for future growth, organizations must sell themselves while attracting the right candidates. In fact, many small and medium-sized businesses are already using offline and online media channels available to communicate their employer value proposition to their target audience, including web, print, social networks, events, and PR campaigns. Unfortunately, these efforts often lack a strategy that is both coherent and convincing. The key is to sell the one thing that makes you stand out as an employer of choice with a communications strategy that provides maximum impact and efficiency for minimum investment. Identifying the one thing that makes you stand out as an employer of choice is most important - and small businesses can have an impressive range of benefits available that are exciting to jobseekers. For example, would you like to be regarded as a highly innovative company with great opportunities and an inspiring team culture? Or do you want to convey the message of a family-friendly organization with a flexible working environment? Once you have identified and defined your objectives you should communicate your employer branding message in everything you do – from recruitment material and policies to your working environment and communication with current employees. For example, arrangements promoting a family-friendly working environment may include grants for child care, a weekly "family afternoon" and flexible working hours.

These benefits and values should then continually be reinforced as part of an ongoing process, during employee retention and attraction strategies. At the same time

you should develop a creative concept for your external employer branding that allows for boosting your image as an employer and grab the attention of applicants. PR and classic off-line and online communication – an integration of all these channels has the potential to attract highly qualified employees. Many smaller businesses have an impressive range of employer benefits available, including a family-friendly working environment with flexible working hours and the chance to work from a home office. Only, they often forget to actively communicate these great benefits to the public. Therefore, "do good and be sure to make it known" should be the principal objective of any successful employer branding. Branding is not an overnight process. However, employer branding can offer you the opportunity to compete with the „big guys“ by creating an image of your company that makes you stand out from everyone else. In a first step, the marketing experts of MFB Resultants can support you identifying and defining your company's brand profile, attractiveness and viability. We will draw up and implement proposals for ways in which you can boost your image as an employer and grab the attention of qualified applicants. Professional employer branding can provide maximum impact and efficiency without carrying hefty costs.

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