

Employment Branding to Drive Recruiting and Retention

By

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Recent economic conditions have mandated that companies operate with greater efficiency thus doing more with less. Demand for top talent from the labor pool is higher than ever. This ultimately translates into recruiting and retention challenges for you and your competition. Let's face it, competitive compensation and benefit packages will only get you so far in today's market. Candidates and employees are becoming more selective of the type of company that they want to work for, mostly due to the idealisms of fit. Often we see various factors that differentiate companies from an employment standpoint, and one of the most common is subliminal, because in many cases it is not well defined and communicated. An employment brand is a very powerful message that can, and should optimize recruiting and retention tactics. By formulating and using a strong employment brand, you will be gaining a competitive advantage that will separate you from your competition.

The most challenging components of formulating and understanding your employment brand are defining your company's true strengths, differentiating core values that drive your business, and most important, capitalizing on what makes your company special in the eyes of your employees. After uncovering these facets of your business, you will be empowered to create a strategic employment brand message. Employee satisfaction surveys are a very strong resource for gaining this type of information. All feedback, positive and negative, can be used to gain a better understanding of your culture.

It is important to; first and foremost, promote your employment brand with your current employees. Without their buy-in, retention will quickly become an issue this, in turn, creates a vicious cycle when trying to promote the brand externally (recruiting). When candidates picture themselves as potential future employees, they will identify with the employment brand. It is extremely important to honestly assess your company values, differentiating factors, and ideals that the company is working toward in order to compose an effective, and winning employment brand. Most successful companies have used short tag-lines to communicate their employment brand.

An effective employment brand should clearly and concisely communicate what employment with your company is all about, differentiate you from the rest of the pack, and foster internal pride among the members of your workforce. If your employment brand includes these successful attributes, you can expect to see positive changes in your recruiting and retention statistics.

If you have questions, or would like to further discuss this topic you can contact Jamie Ross, of Ross Staffing Solutions at: jamie@rossllc.net, or 412-855-9114. Ross Staffing Solutions provides focused consulting services in the area of Human Resources.