

Employer Branding

Recommendations

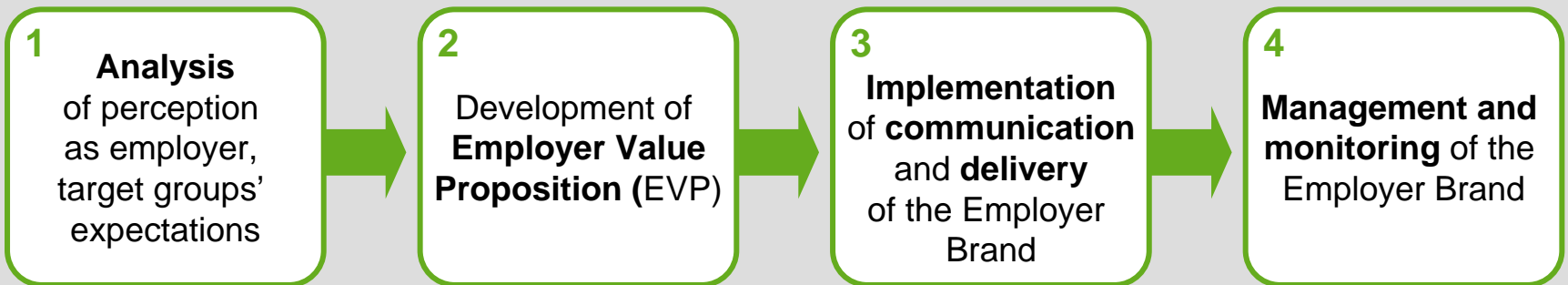
Thorsten Pinkepank, Nadine-Lan Schulze-Hönighaus
Global Employer Branding Expert Team; BASF SE

Employer Branding

Why a strong employer brand is necessary

- To recruit and retain the best people
- Competition for qualified staff on labor markets worldwide will even increase
- A strong employer brand is an essential asset in this “war for talent“

Strategic steps to effectively position a company as top employer



1. Analysis

- Identification of relevant target groups for recruiting
 - Assessment of preferences and trends regarding employment
 - Assessment of communications behavior
- Analysis of how the company is perceived by relevant target groups as an employer
 - Don't forget the employees, they are the most important ambassadors regarding the employer brand!
- Analysis of main competitors' communication and perception



Ways to conduct the analysis

- Workshops with internal experts
- Research with external target groups

2. Employer Value Proposition

Definition

An Employer Value Proposition (EVP) is

- Not a slogan !
- A concise description of what a company does, how its stakeholders benefit from it, how it relates to their stakeholders
- In other words: what the company promises to its stakeholders
- The basis and starting point from which all communication and delivery is developed

2. Employer Value Proposition

Structure

An EVP consists of the following elements

■ **Company competencies**

- What a company is good at – or has to be good at

■ **Stakeholder benefits**

- stakeholder benefits the employer could focus on

■ **Company personality**

- How a company relates to its stakeholders

■ **Promise**

- What you always get when the company relates to you, what you expect to experience

2. Employer Value Proposition

Development

- **SWOT-analysis** on company competencies regarding the identified preferences of the relevant target groups (strengths, weaknesses, opportunities, threats)
 - What can you offer that the target groups want? What can't you offer?
 - Identified weaknesses: Which do you plan to develop?
- **Identification of unique elements** of your employer brand
 - Criteria that distinguish you from relevant competitors
 - A special, different way how to relate to stakeholders



Ways to develop the EVP

- Workshops with internal experts

3. Implementing the Employer Brand

■ Implementation of communication

- Adapt communication towards your target groups (internal/external) to EVP
- Consistency not only in personnel marketing but regarding all HR communication

■ Implementation of delivery

- Adapt HR policy to fulfill the promise given by the EVP



Ways to implement the employer brand

- assign clear responsibilities in team
- establish employer branding as ongoing HR strategy process

4. Monitoring and Managing the Employer Brand

■ Monitoring and managing communication

- Develop long term communications plan
- Monitor impact, define key performance indicators
- Adapt to changes in communicational behavior

■ Monitoring and managing delivery

- Monitor impact, define key performance indicators
- Check EVP and its fit with the target groups preferences regularly
- Initiate re-development if necessary (approximately every 5 years)