

Connecting with Recruitment Market Audiences:

A Simple Guide to Developing your Employer Brand

Let's look at what the candidate will be asking about you:

Perception	Values and brand	Application	Selection	Hire and onboard
<ul style="list-style-type: none">• Who is the company?• What is this industry like to work in?• What are their reviews like?• What don't they talk about in the job description?	<ul style="list-style-type: none">• What makes them different?• Why should I join their company?• What do they stand for? Do they align with my values and goals?• What kind of employer are they considered to be?	<ul style="list-style-type: none">• How do I apply?• Have they received my application?• When will I be contacted?	<ul style="list-style-type: none">• What will the interview be like?• What is the process?• Who am I meeting?• How should I prepare?• When do I get feedback?	<ul style="list-style-type: none">• What will be in my offer?• What is my first day/week like?• Who do I go to for support?• When will I get training?• What does the training look like?

Connect with your audiences - what are they thinking?



Applying a customer-centric approach to attracting talent is essential. Promoting your brand and effective communication are key throughout the recruitment process: from engaging with candidates and keeping them informed, to providing feedback – all will affect your brand if not managed effectively.

Provide an enjoyable experience for candidates - they will remember how they were treated (similar to your customers)!

What would attract you to your work in your business?



Think like the candidate - as if you were applying for the job yourself. Have you prepared your business for attracting talent with a clear and insightful message of what you can offer to them as an industry of choice to work in?

Have you developed a plan to ensure that this is evident at every point of the recruitment process?

Perception



First of all, candidates will research your company, most likely via your website or online information. This is instant information at their fingertips and it creates a first impression and perception of your business.

In thinking about how your business is perceived, ask yourself...

- What does your business stand for?
- How would employees describe what your business is/ how you are considered as an employer?
- What do your customers think? What are they saying?
- Do you respond to online reviews and acknowledge them?

Prospective applicants will consider the industry as a whole, and what opportunities are open to them to support their career path or lifestyle choices. They will assess if/how your business will support them and how a job with you will enhance their skills and advance their career goals. Remember that how you engage with customers and how you respond to customer reviews gives prospective staff an insight into how you treat and value people.

Review your website - does it talk to attracting and developing talent?



- Does it provide a call-to-action button at which they can apply for a job?
- How are you expressing the role profile?
- How does the role profile present in a job advert?
- Are there contact details on your website of someone they can reach out to and speak to in person if they want to know more about your organisation?
- Do your emails have a standard signatory at the bottom?
- Does your signatory include a link to the opportunities section on your website?
- Have you created an easy online job application where a person can express their interest?

Values



Your values are the guiding principles that shape your business. They make your business stand out. They inform your brand. They show why you are different as an employer.

- How do you show up for current/past employees? What would they say about you? Do you have staff testimonials on the recruitment pages of your website?
- What kind of a workplace do you offer? How can staff testimonials or short behind the scenes inhouse videos speak to this?
- What are the benefits/ advantages of working with you over others? How do you portray yourself as an employer in the community?

Your values tell candidates a story about the importance you place on people, your ethics and your behaviours. They reflect the quality of what you do and how you sell what you do, to both your customers and your employees. They reflect how you think employees should be looked after.

Promote the story of your values throughout the recruitment journey and on social media to reach a wide audience. Showcase what you do and how you do it.



Application

How you respond and communicate with a candidate after they apply is important. As your first connection with them, would they like what they see?

Have a process to acknowledge and respond to both successful and unsuccessful candidates. Let candidates know the next steps, how long it will be before you come back to them. Ideally move quickly, the market is tight. If you have a potential candidate to interview, connect with them as soon as you can.

There may be candidates who are not quite the fit, but have potential for the future. So reach out and thank them for applying. Ask them if you can keep their details for a period of time, and advise them that you will contact them with potential opportunities that may arise. This reflects well on your brand and shows that you care as an employer.

Selection



There may be questions on how the interviewing and selection process works.

Keep candidates informed of what the interview process will involve - 'who with' and 'how' the interview will happen. Make the experience as seamless and transparent as possible.

Let candidates know what you would like to hear from them, so that they can prepare. It is important that, during the interview, candidates feel they have an opportunity to tell their story.

Don't forget to give feedback after the interview on the outcome and the next steps.

Hire and onboard



After finding the right candidate, you may think "that's it, job filled". But this is when what you display as your brand really comes into play.

How you handle the offer - including any counter-offer - manages expectations and integrates the employee into the company culture. It also gives an overview of what candidates should expect when they join your organisation.