

EMPLOYER BRANDING: AN IMPRESSION FOR ORGANIZATIONS

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ABSTRACT

In the world of Talent Acquisition the concept of employer branding has become one of the most popular topics. Due to increase in demand of Talented and competent resource it is getting harder and harder to find, attract and retain qualified talent. Due to constant supply of people in the economy Demand for talent is getting bigger, and supply is getting smaller every day. Naturally, the market is suffering from a big talent shortage, which has resulted in the “War for Talent”.

Like all other industry, constant change has been also observed in HR industry. The change has been found in all the strategies of HR which starts from recruitment and ends to retention. Therefor many companies are thinking the ways to attract talent.

Key Words: Branding, Employee, organization, Competition

INTRODUCTION

The process through which a company or organization is promoted so that the employer can reach to a desired target group, one which a company needs and wants to recruit and retain. The Top Talent in recruitment are supported by the company through attracting, hiring and retaining best employees which helps in the achievement of the company’s business plan.

If we see the literal meaning of Branding it is referred as the mental picture where company represents to consumers, it’s influenced and surrounded by the elements, words, and creativity. The identity of a company as an employer of choice depends on its brand promotion, which again get affected by its internal and external policies.

PREREQUISITE TO ESTABLISHING AN EMPLOYER BRAND

- Forming an appealing internal and external employer image
- Understand the necessitates of talent’s
- Understand the company’s needs and wants
- Comprehend the Top Talent’s career expectations
- Realize the company’s strategic objectives

REASON TO INVEST ON EMPLOYER BRAND

1.

lower cost to attracts candiates

2.

Differentiate you from your competitors

3.

Reduce recruitment cost

WHY DOES EMPLOYER BRANDING MATTER?

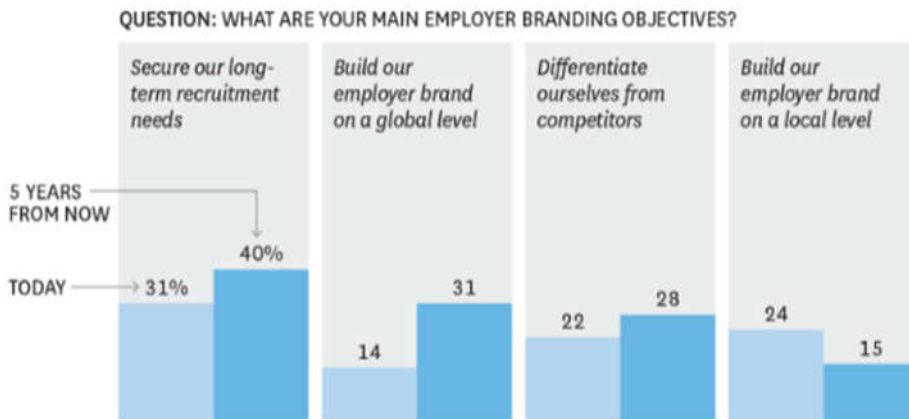
Every company has a choice to make, try and cultivate their brand. Employer branding is an important tool for the companies who are trying to stand out from crowd of competitions where race is getting fiercer to attract top candidates by the day.



Data from the Harvard Business Review shows that CEOs and HR leaders expect to make an increased investment into their employer brand over the next few years. By 2020, it's likely to be a key part of most recruiting teams' long-term strategy.

Employer Branding Is Becoming Strategically More Important

What CEOs and HR and marketing leaders expect it to do for the company by 2020.



SOURCE "2020 OUTLOOK: THE FUTURE OF EMPLOYER BRANDING," UNIVERSUM 2015

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HOW TO BUILD YOUR EMPLOYER BRAND

There are many articles and ideas available on how to generate and implement employer branding but all are not very understandable. As this gets hard to understand for people with little experience in the world of Human Resources and Marketing wherein making your brand standout is very essential in today's competitive job market.

The fact of the matter is supported by 6 important stats where 62% of people refuse to accept the job with a company who has poor reputation; even if they are unemployed and 89 % people prefer to leave their current jobs only if another company has an excellent reputation.

To develop a credible employer brand both internal and external feedback should be taken so that they can be aware of its reputation in ad around the people.

Employee opinion surveys, informal employee meetings, formal step interviews, exit interviews to be taken to know the reviews and ratings of your organization. For companies struggling to establish their visual brand, employees can be asked to take photos of what the company means to them, there stay and feedback can really improve as we remember what we see. The results may get interesting, valuable and eye-opening.

Apart from this following activities can be conducted like

1. Employer branding through social media

Now days the below mentioned types of employer branding and recruitment marketing ideas have become extremely popular. However, in order to be effective, it is important to follow some of the social media recruiting best practices. Posting on different channels at different times can capture different people.



2. Employer branding through Glass door

Websites such as Glass door are a great source of information about employers from all over the world where People go there to know more about companies, their values, compensation, positions, job descriptions, and most importantly, current employees' opinions and reviews.

Many companies send emails to rate their interview experiences on Glass door to candidates after interviews. As per the survey conducted by the glass door it comes up with few interesting figures which are mentioned bellow.

69% of candidates like to apply to a job if the employer enthusiastically manages its employer brand (e.g., responds to reviews, updates their profile, shares updates on the culture and work environment)

76% want details on how this company is an attractive place to work.

Candidate's demands five pieces of information to be provided: 1) Salary/compensation, 2) Benefits, 3) Basic company information, 4) What makes it an attractive place to work, 5) Company mission, vision, values.

Research has proved many times that employee referral programs help in improving recruiting process .



3. Employer branding through inbound recruiting

The newest HR strategy to attract talented people is Inbound recruitment which is one of the newest HR strategies used for recruitment The main purpose of an inbound recruiting strategy is to, through relevant and useful content, get to the people that would best fit your company's jobs and culture. This strategy is a long-term solution for filling hard-to-fill roles.

4. Employer branding through career sites

Whenever a candidate encounters on your website to search , to join your organization your unique policies , programs, rewards and benefits that you offer to the candidates should get highlighted. The highlights can be shown through testimonials, stories and videos as delivered by your own employees.

5. Employer branding through Application Experience

It has been found in the research that on an average applicant spends 3-4 hours in submitting a single application, while 70% of the candidates leave their application form in between; hence the employer has to design easy the simplest way to find to applicants information.

10 BEST COMPANIES TO WORK FOR IN INDIA THIS YEAR

Sr.No.	Name of the company	Attributes
1	Google India	Problem solving skills, role-related knowledge
2	American Express India	Tried and tested
3	Ujjivan Financial Services	Employees have no job titles, unlike other CEOs, does not have a personal secretary or assistant.
4	Teleperformance India	Great empathy
5	Godrej Consumer Products	Tough love, empowerment that it offers to its employees.
6	Marriott Hotels India	Real empowerment, strategies and initiatives that goes into taking care of the employees.
7	SAP Labs India	Creative days
8	The Oberoi Group	Perfect harmony
9	Lemon Tree Hotels	Doing things right, mandatory sign language training
10	Intuit India Product Development Center	Collaborative Atmosphere

Source: <https://economictimes.indiatimes.com/slideshows/corporate-industry/10-best-companies-to-work-for-in-india>

CONCLUSION

In the recent years Employer branding has been a very popular concept with HR professionals, branding consultants, and market researchers. To attract and retain the right talent has become a critical aspect for the success of any business. In the research it has been found that right brand for an employer can really help in this regard if done with passion, proper understanding, trust, belief and leadership support. In order for Human resource leaders to drive a strong employer brand, it is critical to Evaluate and shape an authentic message of what the organization stands for. The communication of message through right channels plays second major role followed by its continuation evaluation by all its stakeholders' i.e. internal and external customers by taking

effective branding initiatives against the organization's talent goals. In the long run, the key to a successful employer brand is to ensure that expectations are fully aligned with the realities of working for the organization.

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