

# Employer Branding

## Recommendations

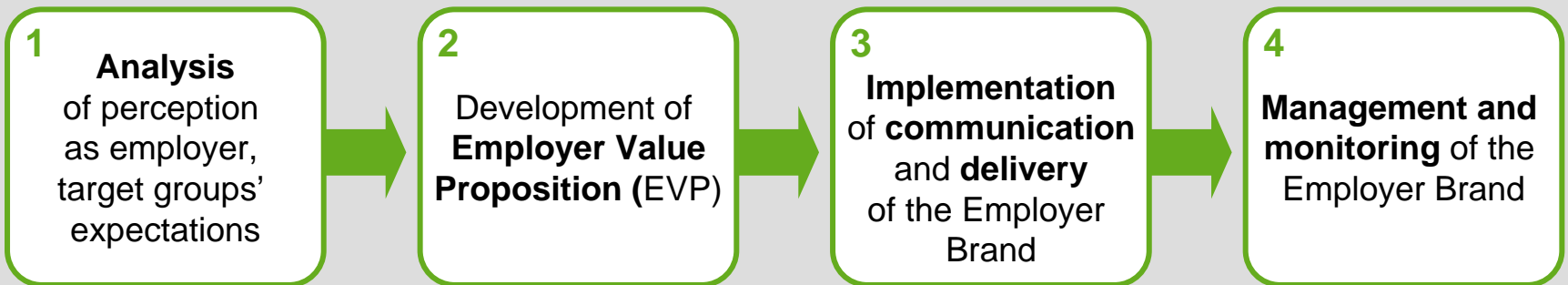
Thorsten Pinkepank, Nadine-Lan Schulze-Hönighaus  
Global Employer Branding Expert Team; BASF SE

# 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)