

EMPLOYER BRAND FRAMEWORK

ORGANIZING PRINCIPLE

Describes the purpose of the employer brand: how you operate, what sets you apart, unifying your communications and driving consistency to all stakeholders.

Define the Employee Value Proposition (EVP)

The attributes (what we have), differentiators (how we can set ourselves apart) and proof points that define how we want to be known as an employer

The EVP is the packing of your HR products, benefits and offerings. It defines your key attributes, differentiators and gives credibility to the employer brand.

Develop the Employer Brand

The messaging and visuals align to — and drive understanding of — the EVP

BRAND POSITIONING

MESSAGE PILLARS

VISUALIZATION

The brand positioning, message pillars and visualization articulate your EVP in a compelling way. They establish your HR marketing plan to attract candidates and engage / retain employees.

Bring the Employer Brand to Life

Bringing the employer brand to life through an integrated activation / communications plan

BRAND AWARENESS

- Deploy mass awareness, integrated media campaign
- Partner with internal stakeholders such as corporate communications and marketing
- Social Media Marketing (LinkedIn, Facebook, Glassdoor)
- Employee advocacy program
- Apply employer brand to key employee touchpoints and communication channels

BRAND EQUITY

- Drive employee understanding and appreciation for the attributes within the EVP
- Drive a consistent experience from candidate to employee
- Integrate into internal and external communication channels
- Continuously maintain proof points to give credibility to attributes
- Integrate and align employer branding across HR touch points and vendors
- Leverage social collaboration and workplace environment initiatives
- Elevate internal perceptions of your benefits and garner HR support across all employee groups

Methods in which you plan to build awareness in external communication channels and key internal assets.

Methods in which you plan to build equity by infusing the employer brand employee touchpoints, prioritizing based HR priorities and initiatives.