

Employment Branding 101

Historically, when you hear the words “employment branding” you think of slogans, taglines, and design. But a true employment brand is about so much more than simply calling in the design team; it encompasses everything you do or say as a company to attract and retain talented employees. It’s about cementing the belief that you are an employer of choice and the best place to work – hands down.

An employment brand has two main components:

- How you define your station’s employment value proposition (EVP), and
- How well your track record reinforces the values you put forth in your recruitment process.

Defining Your Employment Value Proposition

The reasons prospective employees choose to join your organization can be found in your EVP. So what exactly is an EVP? It’s a collection of attributes that separates you from your competition. It is what people use to make choices between organizations. An EVP:

- Convinces prospective candidates that working for your station is superior to working anywhere else.
- Tells prospective candidates what they’ll get in return for working for you.
- Identifies your unique policies and programs.
- Speaks to your reputation, culture, and track record.
- Defines your rewards, compensation, and benefits packages.
- Highlights your station’s career advancement and professional development opportunities.
- Showcases the types of individuals who already work for your station.
- Is targeted to a specific type of candidate.

So how do you go about defining your station’s value proposition? You start by understanding which of your EVP attributes are most important to your target candidate. If you are unsure, ask several of your top performers which attributes they consider most valuable. Then compare your results to how well your station is actually following through on each one. This will highlight your employment brand’s strengths and weaknesses.

Taking into consideration what you learned about your station’s strengths and weaknesses, you can now define the message you want to send to your target candidate – or your EVP. **VERY IMPORTANT NOTE:** Your messaging must be truthful and “fluff-free.” Never attempt to sell candidates on something your station cannot deliver.

Creating the Employment Brand

When it comes to marketing job opportunities, the radio industry is notorious for underutilizing the vast array of tools already at our disposal. We sell clients on the incredible power of radio that touches millions of ears daily. It's time to put those same concepts to work selling the fun, innovative and exciting career opportunities that exist in radio.

Here are some ideas:

- Use your on-air talent to create engaging ads to sell your job opportunities.
- Set up job-casts on your websites (podcasts of key opportunities).
- Showcase how radio has products everywhere; in your car, on your MP3, on your Ipod, on your office computer, in your home.
- Create email blasts for highly sought-after candidates.
- Utilize your creativity in writing employment ads. Instead of just listing requirements, tell candidates what they'll get in return for working for you.
- Expand your recruiting section on your station's website to include information on culture, benefits, learning opportunities, community outreach activities, cool products we sell, etc.
- Create audio and/or video testimonials from your top-performers explaining what they love about their jobs. Post them online and send them directly to your targeted candidates.

Radio has more products to sell than we ever have. We not only have theater of the mind, but we can compete visually with streaming, and podcasting. These are tools that when leveraged effectively will place you head and shoulders above the competition in the war for talent.

Walking the Talk

The most important part of creating a successful employment brand can be found in your follow through. Just making the claim isn't going to work. You must cement your employment brand because the best talent evaluates you from the first touch point all the way through to the final offer and beyond. An employment brand solidifies when you put real, tangible, cultural, and most importantly behavioral action behind it.

Here are some things potential employees consider during the employment process:

- Does this organization treat me with respect and courtesy?
- Are they excited about the prospect of me joining the station?
- Have they provided me with all the information I need to make an informed decision?
- Are their corporate values in line with my own?
- Will I be challenged?
- Is there ample opportunity for growth?
- Does the recruitment process align with their professed values?
- Is their culture a good fit for me?

Employment branding focuses on identifying which employer attributes and characteristics are needed to recruit a highly defined target audience, aligning organizational structure and management practices with those attributes where possible, and communicating both directly and indirectly with the target audience to position you as a leader in providing those attributes.

A strong and focused employment brand is the most effective tool in today's talent war. Your employment brand is the public face of your station – one that includes not just what you say but how you follow it up as well. The more closely aligned these two are, the more attractive your station will be to top performers.