

Employer Brand Toolkit.

4 templates to effectively plan, execute and measure your employer brand.



Introduction.

There's no denying the value of employer branding: 70 percent of the hiring journey happens before candidates actively look for and apply to jobs. Organizational leaders also noted employer branding as the second-best channel to hire tech talent. This makes your employer brand a critical piece to the hiring process.

In fact, 77 percent of job seekers prefer to learn about your company's culture and values before they move forward with an application. If candidates don't know who you are as an employer, they're going to apply for an employer they do instead.

Things get even more dire if your company has a bad or negative employer brand: almost 70 percent of candidates would reject a job offer from these employers—even if they were unemployed. As a result, companies with a poor employer brand need to offer a minimum of a 10 percent pay increase to attract top talent. This makes it critical that companies not only invest in an employer brand, but actively manage its health.

Yet there's also no denying that managing your company's branding strategy takes time and money. And with teams and budgets smaller than ever, it's essential to find tools to quickly and effectively deploy an employer brand strategy.

From planning to execution and measurement, this toolkit has all the ready-to-use templates you need to build and grow your employer brand.

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SECTION 1

Brand Storytelling.

Including an Employer Brand Calendar, Content Brief and Promotion Planning Templates.

Your company's story is the foundation of a great employer brand. However, it's easier said than done. Nearly 40 percent of companies state it's challenging to craft the appropriate message to attract tech talent. And 44 percent note the difficulty in targeting and engaging the right audience with this messaging.

SECTION 1

When deciding on your story, think about how you want candidates to feel when they think of your company. You may want to be known as an employer who accelerates careers or who supports employees' personal lives as much as their professional ones. No matter what you decide, this story should be told in all of your employer branding efforts.

Once you understand the story you want to tell, it's time to tell it through content. This is the hardest, most time consuming piece of an employer branding strategy. It takes extreme thoughtfulness to write stories that are engaging and authentic.

Content is key to building a strong, always-on employer brand, something that's vital no matter if you're hiring or not. Why?



On average, candidates interact with a company's brand 17 times before applying.

If you only invest in your employer brand when you're ready to hire, you're going to be waiting for candidates to find you. By investing in employer brand storytelling consistently throughout the year, you'll put your company in a position where talent is always ready to work for you.

To help you prepare for maintaining an always-on employer brand, we built this Employer Brand Calendar. This template includes themes, content topics and promotion strategies to help you effectively plan your efforts.

[Access the Employer Brand Calendar](#)

SECTION 1

While a plan of what you're going to share about your company is a great first step, it's just the beginning in executing great employer branding content. You need to think about:

- What is the goal of the content you're creating?
- Who is the target audience for the piece?
- Will you interview internal stakeholders on the topics?
- If yes, what questions do you need to ask to best tell the story?
- And much more.

Answering these questions before building content will set you up for the ultimate success. It will get you that much closer to a truly authentic and engaging story.

And the final piece of the puzzle to a great story is sharing it. Where does your ideal audience spend their time? What's the best way to share your story? Are there visual elements that will make it stand out? Promoting your story is equally as important as the story itself. After all, you want to make your efforts worthwhile.

Use this [Content Brief and Promotion Planning template](#) to execute content that engages the right audience with the ideal story.



[**Create Your Content & Promotion Plan Now**](#)



SECTION 2

Employer Brand Measurement.

Including An Employer Brand ROI Template

Employer branding efforts add tangible value to your company, yet it's often difficult to measure its true ROI. Thus, making it hard to gain the necessary resources and investments to allow your employer brand to succeed.

SECTION 2

While hiring is an important part of the value of employer branding, it is not the only measurement. As we noted in the last section, candidates interact with a company's brand 17 times before applying. Your employer brand is the sum of all of this.

From views to engagements to applications to qualified hires, and more, employer branding truly impacts it all. With clearly defined goals, reporting and analysis, you can highlight the true ROI of your employer brand with leadership.

Use our [Employer Brand Measurement template](#) to report on the overall value of your employer brand.



[Start Measuring Your Employer Brand](#)





SECTION 3

Employer Brand Buy-In.

Including an Executive Summary: Employer Brand Strategy Template

An always-on employer brand is foundational to your company's ongoing success. Not only does it attract top talent, but it also assists in retaining your existing workforce. Building a strong employer brand is an activity that never stops and should never be neglected.

SECTION 3

While you may know this, convincing leaders is a whole different story. Offering a strategic plan that has clear goals aligned with your company's overall priorities will make the ask for investments that much easier. You must build a strong business case for how your employer brand will impact the bottom line.

That's why we built this customizable Executive Summary: Employer Brand Strategy template. It recaps all of the work you've done throughout this toolkit: content calendar, promotion plans, goals and measurement framework. This will give you a clear path to showing your leadership team the true impact of employer branding.



Showcase the ROI of Your Employer Brand





United We Tech.

Built In helps tech professionals stay on top of trends and news, expand their networks and carve out futures at companies they believe in.



Let's work together.

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