

# STEPS to implementing an employment brand

## ASSESSMENT

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1. Define “employment branding.”
2. Define what your objectives are in branding your agency as an “employer of choice.”
3. Incorporate organizational goals and objectives to create and establish the employment value proposition.
4. Identify how branding will help you become an employer of choice and improve your efforts to attract and retain top candidates.
5. Obtain commitment from the top, including budgeted resource commitments.
6. Assess your current employment image among current employees, applicants and the general public using surveys and [focus groups](#).
  - a. Internal employees - to gather market research information and their opinions of working with your organization.
  - b. External candidates - to gather data regarding their opinion of your agency or university, especially as an employer.
  - c. Senior managers – to gather information regarding their opinion of agency or university leadership and strategic planning for their organization.
  - d. New hires - to source how to improve marketing strategies to potential candidates
7. Assess your current management practices, benefits, culture, etc. to identify what you “have to sell” and what you “need to improve” within your agency or university.
8. Assess “gaps” in your workforce, including hard to fill and high-turnover jobs and positions identified through your workforce analysis.
9. Identify critical skills/competencies needed to meet your organizational need.

## STRATEGY

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10. Develop a formal branding plan to build brand awareness, using a distinct [logo](#) and tag line. “Making a Difference for North Carolinians” could be a tag

line for the entire state as an employer, for example. Your agency or university would create a more specific tag line.

- 10.a Promote workforce diversity.
  - 10.b Market the wide range of jobs available and dispel stereotypes that public sector work is limited to certain types of positions.
  - 10.c Emphasize the value and impact of working for your organization, and, perhaps, for state government in general.
  - 10.d Portray a progressive work environment.
  - 10.e Develop a list of the top five to ten messages candidates must know including any special advantages employees might gain by working for your organization (i.e. opportunities for advancement, chance to help an important cause, opportunity to develop highly prized skills, respect of working for your organization, ability to reap generous benefits).
11. Identify your target audiences and your target profile.
12. Work with your public information officer. Engage an active public relations program to put employment with your agency or university “top of mind” using internal and external marketing consultants to develop a branding strategy.
- 12.a Remember: Recruitment drives Retention
    - Extract – Understand what is unique about your organization and relevant and compelling to the target audience.
    - Express – Develop a plan to make your organization’s brand visible to the target audience.
    - Exude – Manage the environment so that every aspect of business operations sends the same brand message.
  - 12.b Recruitment and Retention Strategies
    - Compensation and benefit systems – effective programs tied to the market
    - Work schedules – programs designed around the work and the needs of the workers
    - Training and development – the opportunity to enhance current skills
    - Longer-term career development – the opportunity to develop business and leadership skills
    - Opportunities for advancement – both technical and management career paths offered

- Opportunities for recognition – variety of incentives plans for both teams and individuals (sponsor “employee of the month” program – highlight what we do and who does it best)
- Quality of leadership – training for managers and empowerment of employees
- Sense of community – sense of belonging and being connected
- Lifestyle accommodation – flextime, telecommuting, child care
- Organizational stability and employment security

13. Show why your branding solution is the best among other possible recruiting strategies.

## **IMPLEMENTATION**

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14. Develop and implement your agency or university marketing strategy

15. Implement your agency or university employment branding and marketing campaign

## **MEASUREMENT**

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In this step, you will identify the measures that you could use to determine if your marketing program is successful and evaluate your marketing program. Some possible measures include an increased positive perception of employment with your organization among applicants or potential applicants, an increased positive perception among employees who have been with your organization a short time, and an increase in the number of applicants. In order to accomplish this, you will need to conduct surveys and focus groups to establish baseline information prior to implementing your branding program and conduct identical surveys and focus groups after your program has been implemented. If you can connect success to specific activities or programs, you will be able to determine which to fine tune or eliminate.

16. Monitor/measure your employment branding program’s effectiveness.

[www.performanceSolutions.nc.gov/staffingInitiatives/recruitment/EmploymentMarketing/EmploymentMarketing\\_Branding\\_STEPSTOIMPLEMENTINGANEMPLOYMENTBRAND.pdf](http://www.performanceSolutions.nc.gov/staffingInitiatives/recruitment/EmploymentMarketing/EmploymentMarketing_Branding_STEPSTOIMPLEMENTINGANEMPLOYMENTBRAND.pdf)