



EMPLOYER BRANDING- BUILDING A VALUE PROPOSITION FOR TALENT
ACQUISITION

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Abstract

In the prevailing global corporate scenario organization at times are in a stage of being in a hostile , volatile and competitive states . There can be many strategies and proposition to deal with such states. Acquiring the right kind of talent is indeed a great solution. But finding the right talent quite challenging. Employer branding is one such appropriate strategy for talent acquisition. This paper discusses the concept of employer branding and its role to build a value proposition for talent acquisition.

Key words: Value proposition, Employer branding, Talent Acquisition, Sourcing, Talent Development

I. INTRODUCTION

It has become extremely important in the current times for companies to have a requisite pool of talent. The talent needs to be highly skilled and further acquire specialized skills for competitive and dynamic segments. The companies need to have a right kind of relationship with its workforce. In order to build a talent pipeline perception of employer, culture, brand of company, needs to be adequate with its stakeholders. This paper discusses the concept of employer branding and its effect in building a value proposition for talent acquisition.

II. CONCEPT OF EMPLOYER BRANDING AND ITS EFFECT ON BUILDING A VALUE PROPOSITION FOR TALENT ACQUISITION

Employer branding is a specific and clear cut strategy to create an image, perception, proposition of the company's values, as a prospective employer in the minds of existing workforce , prospective workforce , external stakeholders, board members, company's external directors, government or rather society at large.

The organizations which have a strong employment brand have a deep influence on potential job seekers in the specific company. It has also been found that number of



applicants have increased for a specific position when there has been a detailed description of companies is vision, mission, attributes and other facts of the organization .

Thus the pool of applicants becomes much larger when there is a distinct image and brand of the company in the minds of prospective applicants.

It is indicative that the brand identity of the company can be enhanced by providing accurate and detailed information about company's values, achievement policies, etc in the recruitment advertisements as hiring of new talent is essential, thus creating a clear brand of employer, the strongest features and attributes replacing the pre - existing notions and perceptions about the company. In today's digital world a prospective applicant of a company does a thorough research through the company's website before applying for the respective position. Thus the information available on the website should be having the core essence of the company. The company's should also focus on various benefits which will be offered an prospect on joining including the work-life balance thus creating a unique employer proposition.

The employs life cycle consist of sourcing, recruitment, absorbing , training and development, career path development, rewarding and finely exit from the company. Employee branding effects all the above said stages of employee life cycle, The applicant also reads the experience of employees on social networking sites. Adequate care needs to be taken during the hiring process. Core value systems must be present in all the interviewers, brand experts, employees, trainers who interact in any form during the hiring process. Negative vibes should be avoided. If done accordingly the employer branding goes vary high through word of mouth publicity.

Organizations also focus on communicating that not just the technical requirements of the job but also as to why a role would be attractive, the culture/ work - life balance/ benefits in organization can offer as well its unique employer proposition.

For existing employees, organization build stronger employer brands by focusing on promoting culture and rewards, highlighting and celebrating success, encouraging knowledge sharing between employees, promoting rewards and accreditations, affirming organizational support towards the career development of employees and promoting responsible corporate behavior besides others .

A strong employer brand isn't just for attracting new talent, it, also provides a strong reason for the existing work force to stay motivated as well as demonstrate increased engagement. Increased employee engagements results in greater productivity and higher retention rates thus leading ultimately to improving the organization's bottom line. It also avoids the risk of losing talent and the financial implications of sourcing and recruiting the replacements.

It is imperative to note that that employer brand reputation is built on perceptions but these perceptions need to be matched by creating actual organizational experiences. An organization can create brand ambassadors out of the exiting work force. It should be ensured that even when the employees are leaving they should be treated with respect and dignity. Exit interviews when conducted well can provide further insight into the employer brand and perceptions within the organization. The relationship with an former employee may continue in the form of a stakeholder, customer or a partner and hence they may prove



to be a key influencer about the organization as an employer. Several large employers have established employee alumni schemes with former work force to facilitate communication within the network.

When strategizing employer branding it is important for a company to consider the following:

- What are strongest, most attractive and compelling attributes of the organization to the existing and potential employees?
- Which are the critical roles within the company and how will the organization acquire and retain talent for these roles?
- What are the competencies and attributes of the current talent pool as well as their future requirements?
- What do the current employees perceive about the organizational culture?
- How aligned is the current employer brand with the external brand of the organization?

The above information assists a company to get an understanding of where it is currently and what steps need to be taken to design a effective employer brand. This leads to strategizing the employer brand strategy.

While the responsibility of designing and owning the employer brand primarily lies with the HR, Internal Communications and Marketing departments, every employee in the organization contributes towards building the employer brand.

III. CONCLUSION

An employer brand builds and developsover time but it needs continuous attention. The best employer brands always understand the ever changing needs of their talent and accordingly adapt to change their workforce accordingly.

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