



Employment Branding

Lloyd Morgan sees recruitment as a key component in the Employment Branding jigsaw. It means we take a broad and strategic approach to Employment Branding so you succeed not just for today but for tomorrow and the longer term.

Strong employment brands have a magnetic effect when it comes to attracting and retaining good people, and can often make the difference between hiring and keeping those people or watching them go to work for a competitor. Every organisation has a positive or negative employment brand whether it is conscious of it or not. The challenge is to shape and influence your brand so that it attracts and retains the types of people you have identified as essential to your success.

Some Imperatives:

- Raise your company's profile, making local employment brand appeal even stronger
- Position your organisation as a thought leader and expert in its industry
- Provide highly credible third-party endorsements
- Enhance your organisation's reputation
- A carefully planned PR for HR program is multifaceted - composed of purposeful article positioning, high-profile speaking engagements, industry and association panel facilitation, co-branded industry survey development, and more. The effects are far reaching. Let's examine one component - article positioning - to see how PR for HR realizes value through 're-purposing':
 - Provides material for recruiting
 - Drives perception of the organisation as 'champion' within career categories
 - Drives perception of your organisation as an attractive place for career growth
 - Increases candidate flow and quality
 - Reduces recruiting cycle times and expenses
 - Energises internal staff so they feel connected with 'a winner'
 - Networks the organisation with important industry influencers

Why is it so important?

An employer brand lives from the inside out - aligning your organisation's culture, aspirations, values, and brand promise. Ideally, your company's compelling story should already exist, and that story should be promoted internally and communicated externally. If your company does not have a strong employment brand value proposition, you should ask your consultant how Lloyd Morgan can assist. A strong employment brand can guide the total employment experience as it unfolds within your company. Why is that important? Because your employer brand - and your ability to deliver your brand promise - optimise recruitment ease and investment as it fosters employee productivity, engagement, loyalty, and retention.