

How to Compete with the

Sexy Brands

The Jobbio Guide to Employer Branding



Jobbio is a careers marketplace used by over 4500 Companies to connect privately and directly with top Talent.

If you'd like to learn about more ways we can make your hiring easier, visit jobbio.com

Research conducted in collaboration with Atomik Research and PR Stature.

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Aoife Geary
Content Creator,
Jobbio

David Barker
Head of Talent,
Riot Games

Dee Murphy
Organisational
Psychologist and
Expert in Residence,
Jobbio



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THE
POWER
OF THE
EMPLOYER
BRAND _

WHAT IS YOUR EMPLOYER BRAND AND WHY IS IT IMPORTANT?

Your employer brand is how people perceive you as an employer. It's your reputation in the outside world and it's absolutely crucial in attracting the right Talent to your roles. (Although you'd be forgiven for thinking it was just another corporate buzzword given its liberal usage of late.)

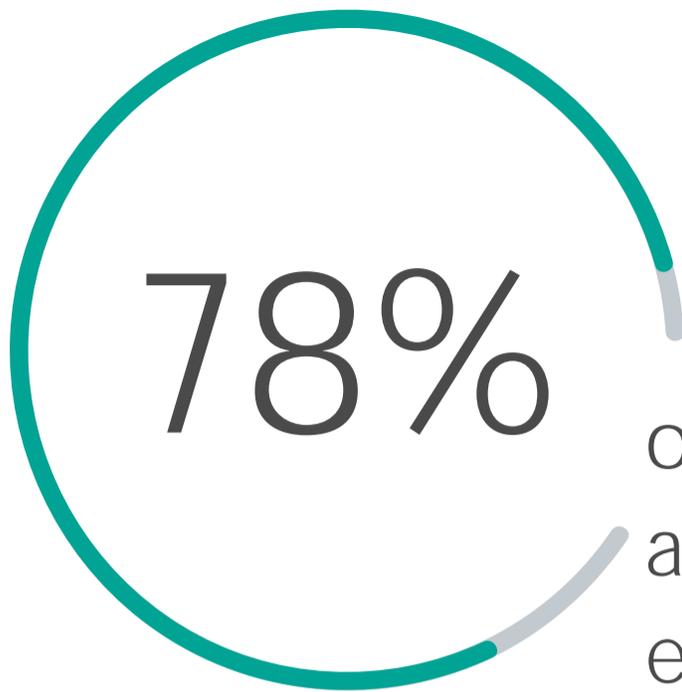
The extensive reach of social media and growth of review sites like Glassdoor and Vault mean it's never been easier for prospective Talent to find out what it's like to work at your Company. Our research shows that 78% of people would look into a Company's reputation as employers before applying for a job.

**82% OF PEOPLE
WOULD NOT WORK
AT A COMPANY WITH
A BAD REPUTATION**

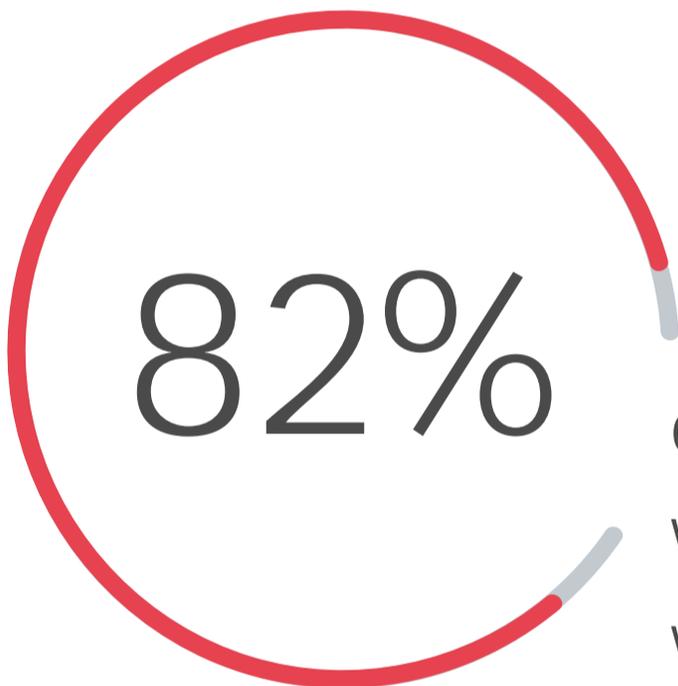
One possible reason for the increased focus on employer branding, is the changing landscape of the hiring marketplace. As Millennials and Gen Zs become more prominent in the workforce, we're seeing a different set of values take precedence in the workplace.

Presenteeism and longevity are no longer the marks of a good employee and high salary and security are no longer the marks of a good employer. Today's Talent want to know who they're working for and why. They're interested in pursuing their passions and interests and look for greater work-life balance. Over 50% of people are more likely to take a lower wage at a Company with a strong employer brand.

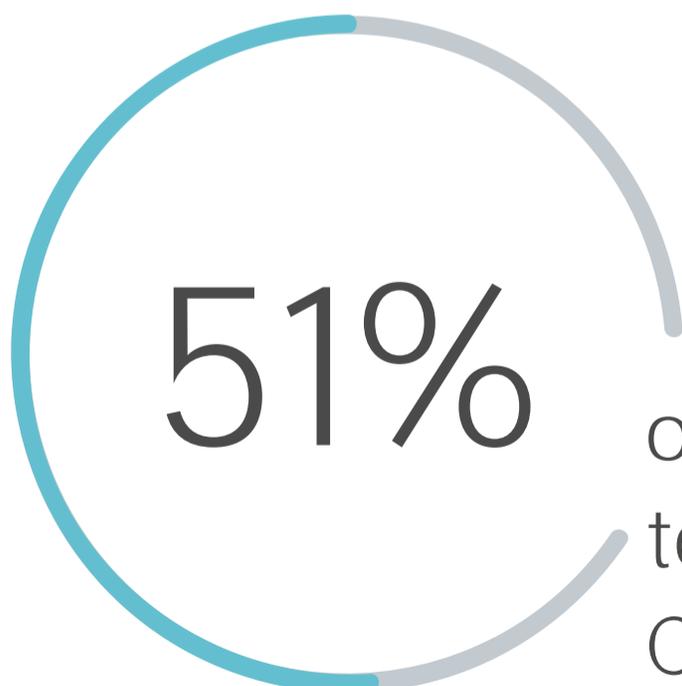
Another reason for the rise of employer branding is the so-called 'war for Talent'. Certain skill sets are so sought after that the competition for Talent is near impossible. In the tech sector, for example, we're seeing Talent demand outstrip supply, making a strong employer brand crucial for converting candidates.



of people would look into a Company's reputation as employers before applying for a job



of people would not work at a Company with a bad reputation



of people are more likely to take a lower wage at a Company with a strong employer brand

HOW DO YOU ESTABLISH YOUR EMPLOYER BRAND?

The first step is to define what elements make up your employer brand - figure out who you are. Invest time and effort into researching what makes your organisation a good place to work. Ask employees for their feedback on what they find unique about their role or department. Key questions to ask when determining your employer brand:

What is your culture?

What do you do and why do you do it? It's important for prospective Talent to get a sense of your vision and mission for the business.

What are your values?

What's the driving force of the business? What does success look like in your organisation? Do you prioritise dedication or entrepreneurship, creativity or organisation? Being open about your values will give Talent a good indication of their suitability to your Company.

THE BIGGEST CHALLENGE ISN'T ESTABLISHING YOUR VISION OR PERSONALITY AS A BRAND,

IT'S COMMUNICATING IT



How are you different to your competitors?

As the race for Talent intensifies what is it about your Company that sets you apart from the rest? What do you offer Talent that no one else does? Or what don't you offer?

Remember, you're not just trying to entice the most suitable candidates to work for you, you're also trying to put off the unsuitable ones.

The second step in establishing your employer brand is to run an audit. After you've done your research internally, you need to assess how the public perceive you. Check review sites and

social for any references to your reputation as an employer. Run focus groups to get a sense of how people view your business. Take a look at your competitor's reputation too and see how you measure up.

The biggest challenge isn't establishing your vision or personality as a brand, it's communicating it.

You need to identify any disparities between your public and private persona so that your external image aligns with your internal reality. For example, if you market

your Company as innovative and disruptive but your employees say their creativity is stifled, you lose all credibility.

You need to educate the leaders in your Company and get them invested in building and maintaining your employer brand.

Don't make any assumptions on what will best motivate and retain employees.



What makes people want to stay at a Company?

31% good relationship with management

31% earning potential

35% good relationship with colleagues

39% flexible working hours/days

The benefits? A strong employer brand reduces hiring costs through more relevant applications and better employee retention. It also improves brand recognition which can lead to more sales and increased brand loyalty.



**BUILDING
YOUR**

**EMPLOYER
BRAND.**

Once you've established the elements that make up your employer brand, you need to assess all the channels through which you can promote it. Put yourself in the shoes of the candidate.

THE MANY STAGES OF THE CANDIDATE EXPERIENCE_

Careers site_

Your careers site should be responsive, mobile optimised and easy to navigate. It should offer a wealth of knowledge about life in your Company in general and where possible, about specific roles and departments. The more relevant information the better! It should also be in line with your tone and personality as a brand. If you're informal and non corporate on your social channels and then your careers page is full of jargon or specialist language, this will jar with prospective Talent and possibly deter applications.

Similarly, your application process should be as direct and efficient as possible. That means no CVs or cover letters sent down the black hole of info@cvs.com but a modern application process where information is current and manageable.

Job ads_

Ensure you're writing inclusive and informative job ads. Avoid language that favours one group of people over the other. Use gender neutral pronouns and don't insist on a certain amount of experience unless it's crucial to the position.

Be open and honest about salary, location, contract type and title. Don't try to make a role sound more appealing by giving it an impressive title.

— Words like Chief, Lead or Head should only be used when the position actually holds a level of seniority or authority.

To boost your visibility, use keywords in your job ad to improve your SEO. Don't be afraid to be creative - add visuals and multimedia to make it more attractive to candidates.



Applications_

Not responding to applications is a sure fire way to damage your employer brand. When it comes to job application being ignored is worse than being rejected. Be sure to respond to candidates even when they're not suitable for the position. If they've shown sufficient time and interest in applying to your Company, the least they deserve is a response. The more personalised the response you can offer, the better for your employer brand. People appreciate human interactions so try to avoid the "Dear Applicant" autoreply.

Interview process_

While you might be tempted to oversell your business to convert that star candidate, not being truthful about the downsides of a role will disillusion new starters and lead to high employee turnover. Be candid about the difficulties of a position as the right candidate will relish the challenge. Asking an interviewee to complete certain tasks can be a good way to test their skills and evaluate their suitability to a role. However, it shouldn't be used as a means to extract free labour from candidates.

Onboarding_

The candidate journey doesn't end once the contracts are signed, thorough onboarding is a crucial part of the process. Undervalue it at your peril! New hires need to be supported and educated through their introduction and not just left to their own devices to figure things out.

– [Discuss at length the responsibility and remit of their role and encourage them to come to you with any questions they may have in those first few weeks.](#)

Facilitate meetings with other departments so that they have a full picture of how the business works. Tell them about the history of the Company and the future vision. This will get them invested in the Company as soon as possible, while making sure they're not stepping on any toes. Good onboarding means providing all the information and support a new hire needs to be confident and assured in their new position.

Post interview_

After the interview, reach out to the candidates as soon as possible after a decision has been made. Where feasible, offer feedback to unsuccessful candidates and thank them for their time and interest. This leaves interviewees with a sense of goodwill towards the Company and does wonders for your employer brand.



Integration_

Being transparent and having good channels of communication are essential for a strong employer brand. Employees like to feel involved in the developments in the business so avoid any ambiguity or secrecy surrounding Company updates. It's demoralising and fosters poor relationships with coworkers.

Feedback should be sought throughout the lifecycle of an employee, not just during their initiation or when grievances occur. Organise 6 month reviews for new starters and yearly appraisals after that. Create an atmosphere where discussion and feedback are welcome. Empower employees to make suggestions on how things could be improved or made more efficient. This doesn't just improve your employer brand it leads to a more creative and harmonious work environment.

Off boarding_

Exit interviews are a must for employees leaving your Company. It might be hard to listen to negative feedback about your business but it's a good way to assess your strengths and weaknesses as a team and avoid losing top Talent in the future. Be amicable and understanding and make sure to deliver all necessary documentation to them swiftly, including their pay cheque.

A mishandled offboarding can outweigh any positive experience an employee may have had at your organisation.

— Following a bad experience with an employer, almost half of people surveyed said they would leave a negative review or share their story online.



EVENTS_

Events can be a great way to network with your peers and make lasting offline connections. Consider what events align with your values. Are there events you could sponsor, attend, speak at or host? Use the opportunity to educate Talent about who you are and make a pipeline of interested candidates for the future.

PARTNERSHIPS_

Partnerships help build relationships with communities who share your values. This can amplify your employer brand through pooled resources and give you access to audiences you wouldn't normally have.





WHY CULTURE IS KING

Q&A with David Barker
of Riot Games

Riot Games are as renowned for their employer brand as they are for their internationally acclaimed Multiplayer Online Battle Arena: League of Legends.

Consistently, they've featured on 'Fortune's Best Companies To Work' list and have received awards for their flexibility and Millennial values from 'Best Places To Work'. In this Q&A, David Barker, Head of Talent at Riot Games, talks us through what real culture looks like and how Riot Games have built their award winning employer brand.

WHAT CONSTITUTES GOOD CULTURE?

Good culture is often confused with having good perks but a strong culture runs much deeper than free coffee or funky office furniture. The value of having a clearly defined mission and vision is better than anything you can offer in terms of office swag. Good culture means people know exactly what they need to do and how to do it to deliver a Company's mission and vision. That's core. Culture determines behaviour in an organisation even when the managers or leaders aren't there. It's like social anthropology - people know what they need to do. Like a colony of bees, everyone is in tune. Even if the queen wasn't there, they still know what they need to do.

To establish your culture you need to have a clear mission. People align and understand their purpose and what they have to do within that context and framework. Then people can operate with freedom and still deliver what's expected of them.

SO IT ALLOWS FOR A FLAT STRUCTURE?

Not necessarily. We have a flat structure at Riot but in general good culture leads to a more fluid

and non-directive structure. A clear mission allows for freedom of choice and autonomy. It allows for quicker decision making because people know what they need to do.

In Riot's context before we make a decision we need to ask ourselves 'are we creating player value' and 'are we making the player experience better?' I think if every organisation had that clarity of mission they would benefit from a more cohesive, proactive team.



HOW DO YOU COMMUNICATE THAT CULTURE TO THE OUTSIDE WORLD?

We could probably do a bit more about how we communicate our values. I mean we've been recognised for some great rewards externally but we could always do more. I think at the moment we promote our culture through the game and our current employees. We focus a lot on making the candidate experience as enjoyable as possible. We talk to lots of people everyday around the world and you'll see on sites like Glassdoor that we get amazing feedback.

Our candidate experience and how we look to handle our relationships with future Rioters is something we hold in high regard. We use our current Rioters to promote our culture and attract people of the same ilk.

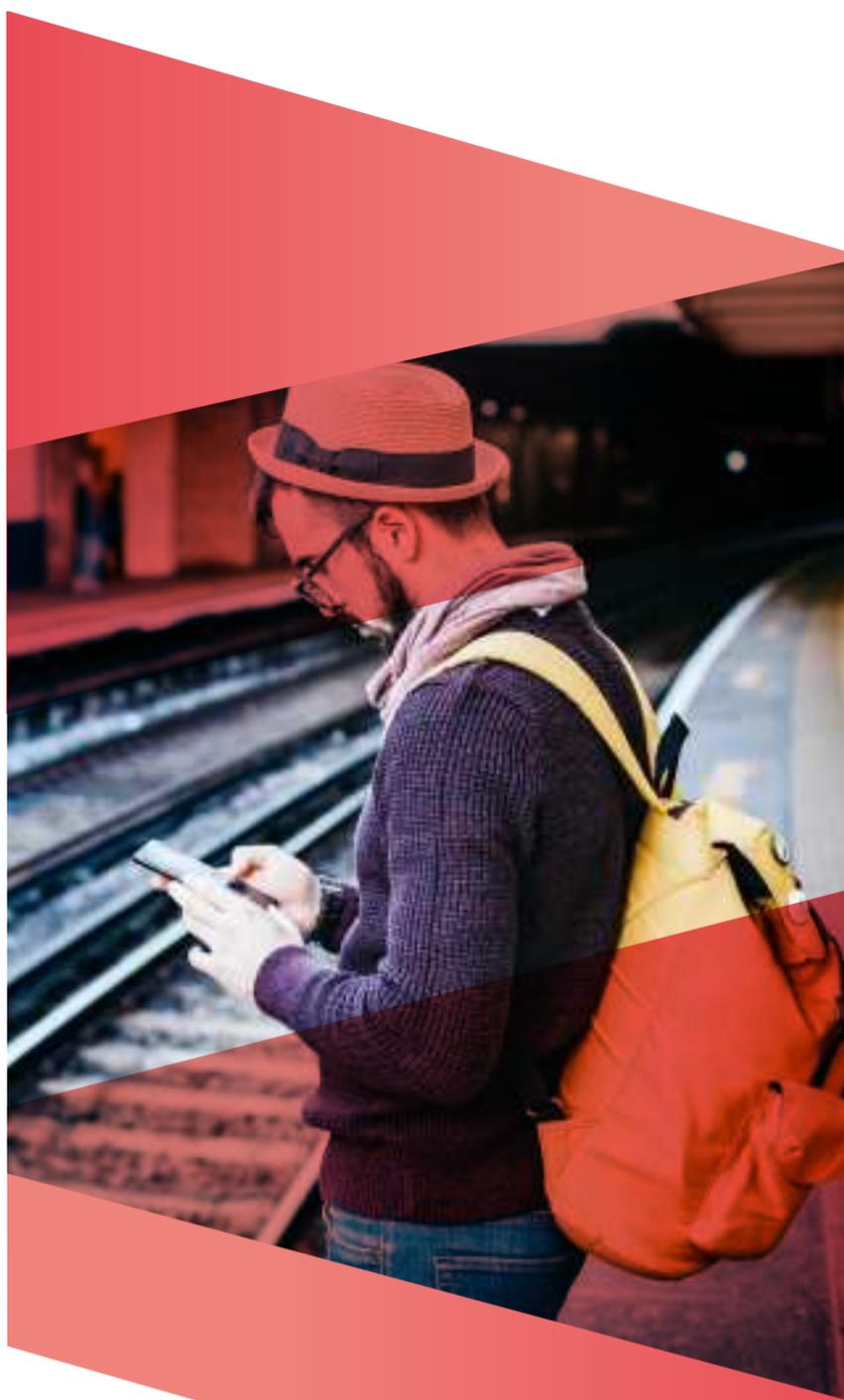
HOW DO YOU ENSURE YOU'RE HIRING FOR A CULTURAL FIT?

At the core of our hiring we look for people who are passionate about what they do. People that can go deep into magazines or movies and hopefully games as that's who we are - a gaming Company.

At our interview process we're looking at how passionate a person can be. We could even call it a maniacal passion! We want to see how they articulate that and how they communicate that. We're looking at ways to learn from our candidates.

We want to learn and absorb what makes people so inspired that they dedicate hundreds of hours of their lives to doing what they're doing.

We also try to take people through the candidate journey as closely as we can, so if we can't do in-person interviews, we spend a lot of time on video and online as an interview format. If we find that a candidate has something of unique interest to us, we'll discuss ways to nurture that potential so that they can bring that value to Riot in the future.



SO THE PASSION FOR GAMING IS NON-NEGOTIABLE?

Very much so! And gaming in a certain sector of gaming as well. There's a place for casual games like Candy Crush but our MOBAs (Multi-Player Online Battle Arena) are a different genre in that they require deep technical expertise. Everyone starts on a level playing field and some people playing League Of Legends become world class at what they do.

Our League of Legends world playoffs are as big as any live sports event. They have a massive following with a Gladiator arena style atmosphere. It's another testament to the passion in the community. If you're a gamer and you love going to these events, we want to talk to you. You'll be part of that environment for a reason. It's a community, a lifestyle choice, a kind of cultural movement.

If we can harness that magic, that power and bring it into Riot then that's something special.

DO YOU FIND IT DIFFICULT TO HIRE DIVERSE TALENT THAT ARE ALSO A CULTURAL FIT? HOW DO YOU WEIGH IT UP?

We don't necessarily focus on seeking out diversity per se. We look at cultural alignment - whether or not you're aligned with what we're doing, our values - that transcends diversity. We would never discriminate on any grounds but we just put the focus first and foremost on cultural alignment. That for us trumps everything.

We have such an international presence that we do have quite a naturally diverse workforce in terms of nationalities. We look for people all around the world. League of Legends is a global product, it interests and excites people all over the world and we are always looking for those people wherever they are based. Trying to harness and cultivate and grow that passion is what drives our team.





TECH
YOURSELF
BEFORE
YOU
WRECK
YOURSELF

BE MOBILE

**GO WHERE THE
PEOPLE ARE_**

**THE PEOPLE ARE
ON MOBILE**

BE SOCIAL_

Social media is a key tool in promoting your employer brand, particularly if you're targeting Millennials or Centennials, the digital natives. However, before you jump finger first into formulating a social strategy, consider the following_

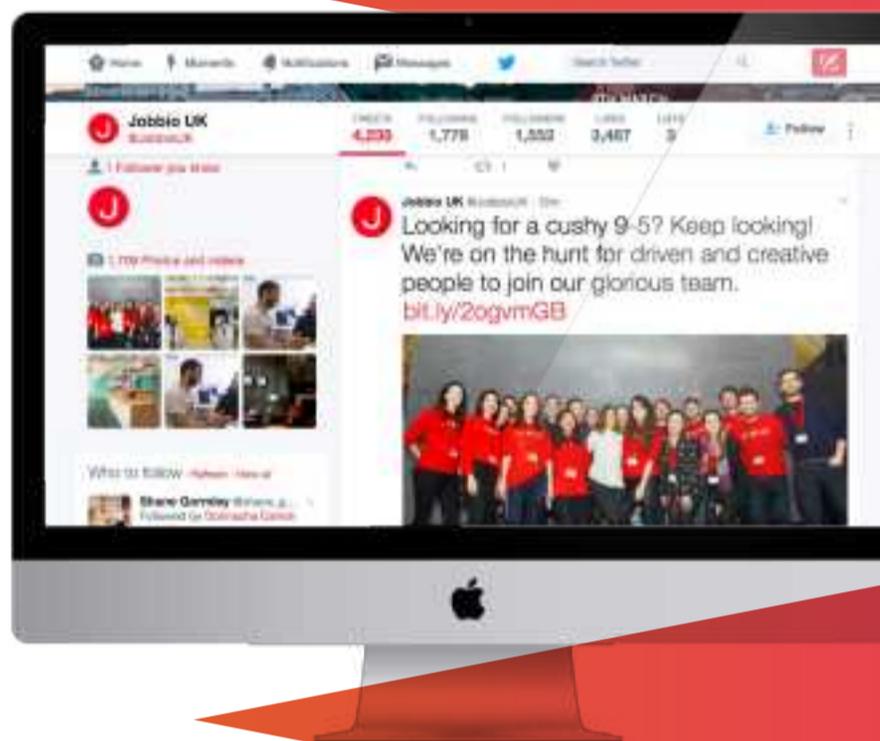
What platforms work best with your brand?

More social channels don't always equate to more social reach. It's better to determine the platforms that will sit best with your brand and intended audience. Choose the channels that will work for you and commit to building audiences on those platforms. Managing communities takes time and effort so make sure you're not wasting resources by committing

half-heartedly to social. Don't be afraid to cull old accounts and start anew!

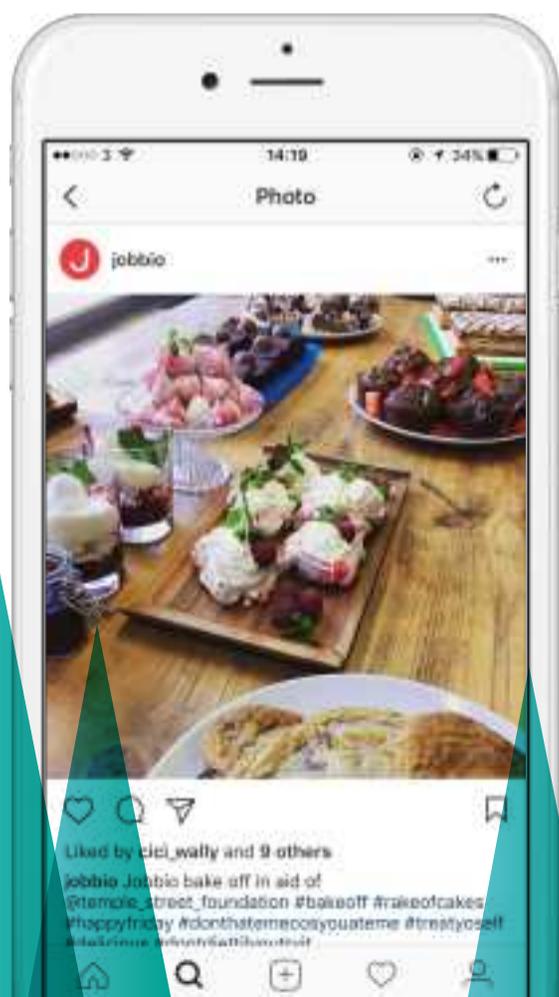
How does each platform differ?

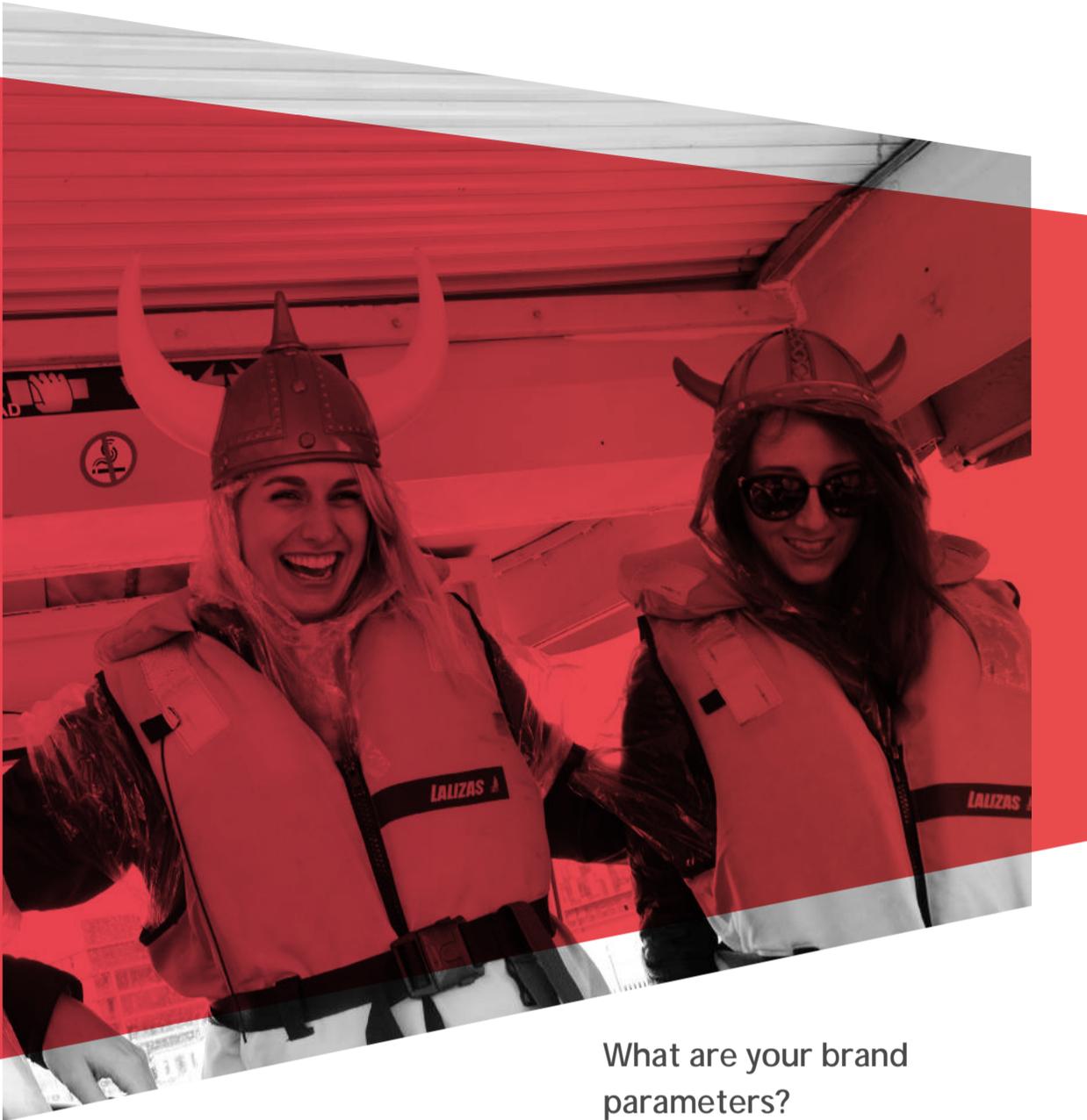
Social media isn't a one size fits all undertaking. Do your research on how audiences interact on each platform and tailor your strategy accordingly. What's the best time of day to post on Facebook vs Instagram for your audience? What's the optimum number of posts per day on LinkedIn vs Twitter vs Snapchat? Which platforms are growing and which are declining? Twitter, for example, has dropped in popularity but remains a useful resource for breaking news (and monitoring irate presidents). Each platform is different, therefore the content on each platform should be different too. For example, native videos and an informal tone work well on Facebook while frequent posts



mixing pictures and videos work best on Snapchat.

Although Facebook has more users, Instagram can be more effective in reaching diverse audiences as users are more likely to see every post from the accounts they follow. Facebook on the other hand, filters the posts it considers less relevant. Instagram users, which now total over 500 million, also tend to be more engaged than those of Facebook.





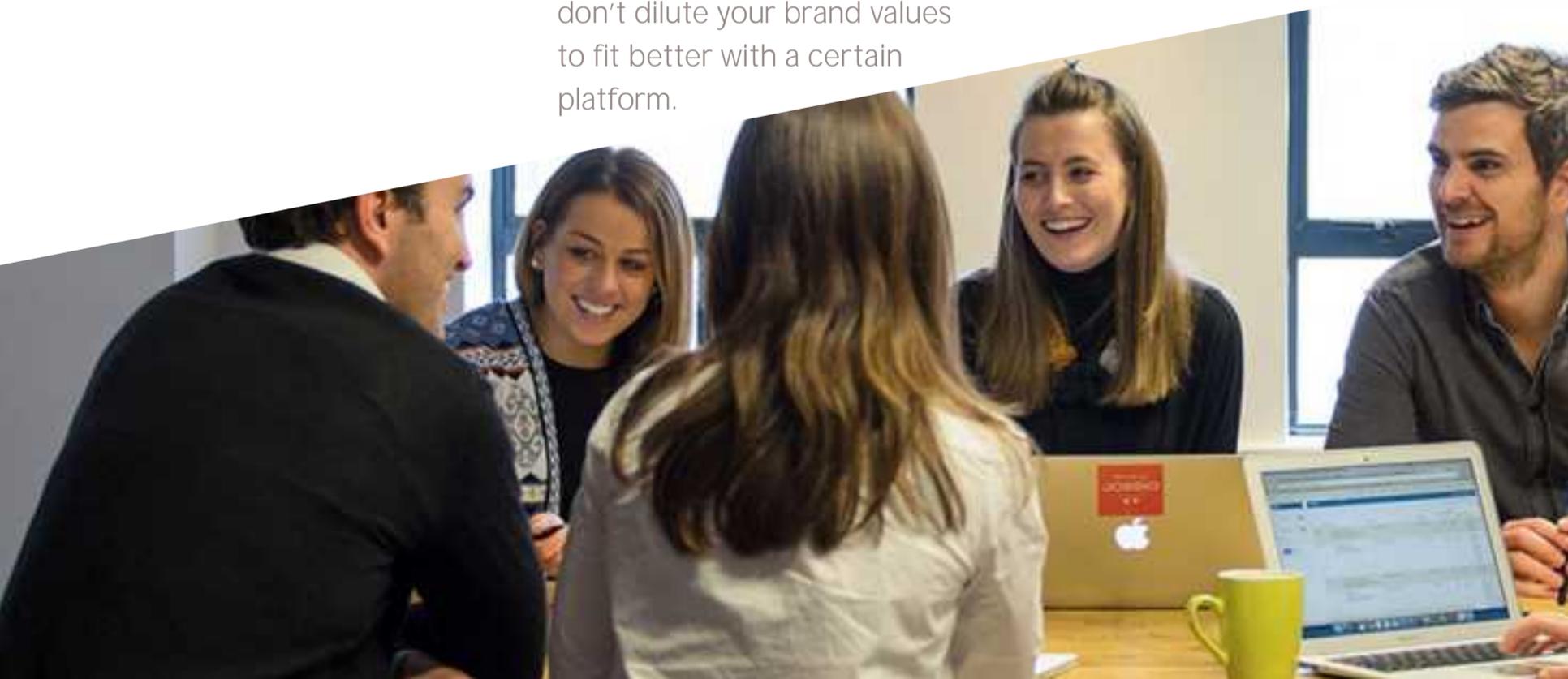
Are you performing?

Monitor the success of your social presence and be prepared to make changes. Measure how effective your posts have been on each channel. Has your audience engagement increased? With Twitter and Instagram it's good to monitor followers, with Facebook the number of views and shares on a post can be more telling.

Ensure you are engaging with users on social to build a sense of trust among your audience. Address any reasonable complaints or queries and reward your audience for their loyalty. Host Q&As on Facebook live and use the information gleaned from comments to plan future posts. Participate in relevant industry discussions and get involved in online forums where you can add value to the conversation. This will reinforce your influence in the market and your reputation as a thought leader in your area.

What are your brand parameters?

Now that you know how each platform differs, consider how this works with your personality as a brand. Your social presence should be an extension of your brand not a dilution of it. i.e. don't dilute your brand values to fit better with a certain platform.



CREATE YOUR OWN CONTENT_

We've become more sophisticated in how we consume content, using multiple screens, devices and platforms and expecting a highly personalised online experience. We've also become more intolerant of disruptions. Last year it was reported that 200 million people use ad blocking software, allowing them to opt out of pop ups and other advertising. This makes advertorial or 'soft sell' content a major asset in reaching Talent.

— Not only does it improve brand recognition but sites which regularly publish organic content containing keywords and tags also rank higher in search engine results.

You wouldn't limit your product advertising to one medium and your employer branding promotion should be no different. Organisations should utilise their employees to tell their story through social engagement, blog articles, images and videos.

Videos get much higher engagement and are a great way to show not tell Talent about your office space and team.

— More than two thirds of people say that behind the scenes videos featuring employees would impact their perception of an employer.



GET THE TEAM INVOLVED_

Your employees really are the best advocates for your Company. This is particularly true when it comes to online promotion of your employer brand. There's no one more qualified to speak with authority on your Company culture, values and working environment. Potential candidates are more interested in hearing from your employees than from your CEO.

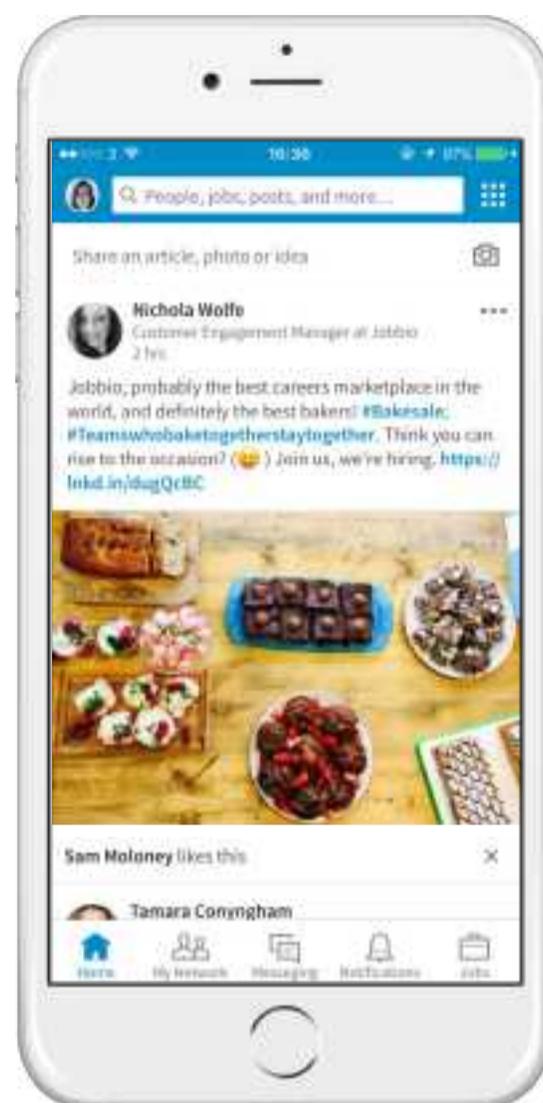
— Our research shows that people are more likely to trust a testimonial from an entry level or middle management employee than a C-level manager.

Referral programmes can be another useful tool in attracting relevant Talent.

Get your employees to engage with your Company profile and share your posts in their professional and personal networks. Not only does this greatly improve your reach and engagement, it gets the whole team involved in the hiring process. This is proven to be good for team morale and cohesion.

Another great way to get your employer brand out there is to put your staff in control of your social for a day. Run Insta and Snapchat takeovers where each department takes turns of sharing their stories. You're looking to build an engaged Talent community in an authentic way through your current employees.

If you're struggling to get employees excited about social advocacy, consider incentivising the process with monthly prizes or benefits. Some Companies run league tables for their most engaged brand ambassadors.





EMPLOYER BRANDING IN ACTION_

Now that you're well versed in how to establish your employer brand, here's our tips on how to create compelling employer branding content.

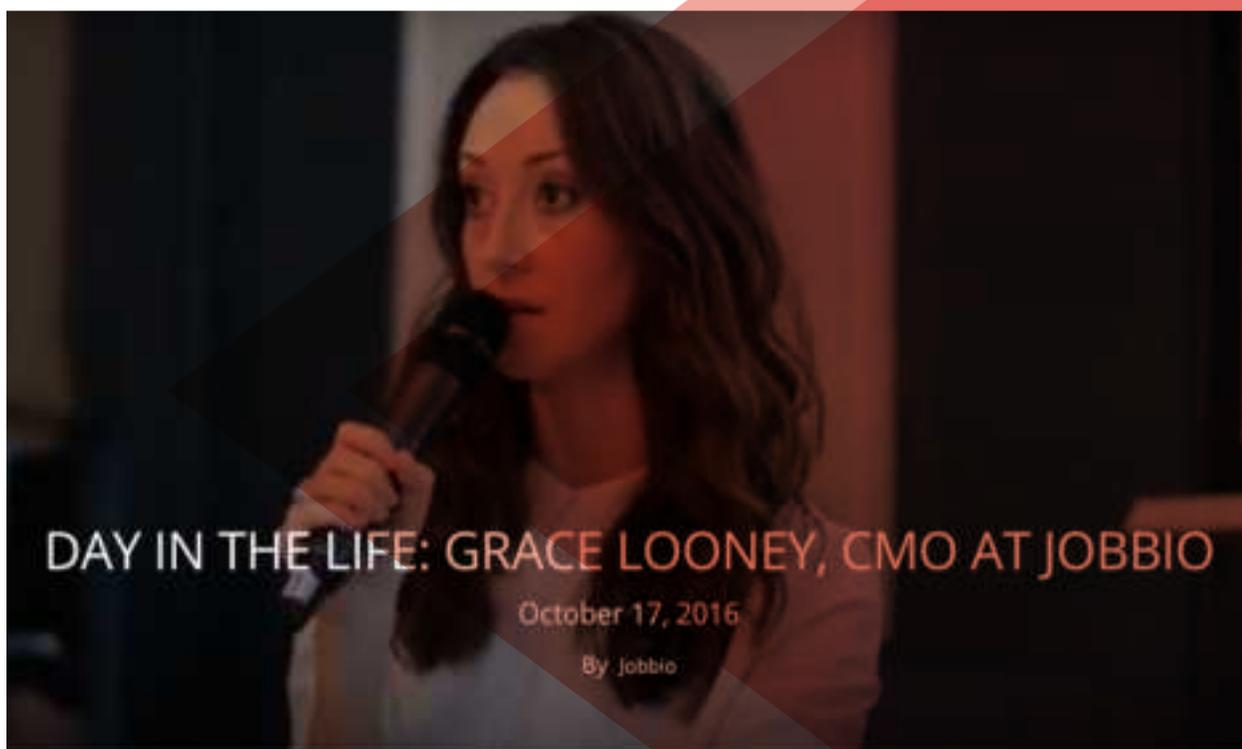
BLOG POSTS_

A blog is a great platform to showcase your employees and add another dimension to your employer brand. It's also an excellent opportunity to discuss and engage with the issues that are important to you as a Company and create a loyal following.

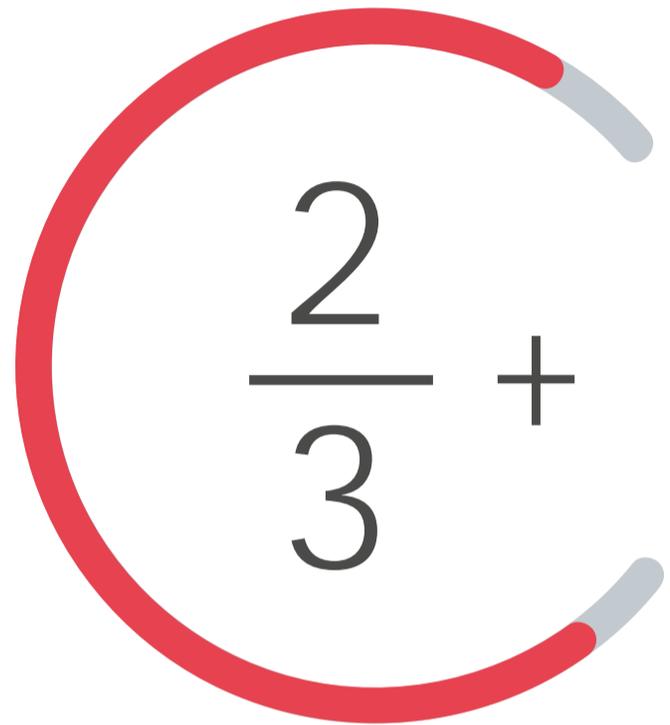
Interview articles can be the perfect way to get across individual personalities within your team and give a real flavour of what it's like to work in a specific role or department.

The best articles are educational, helpful and insightful. Our Expert in Residence, Dee Murphy says_

—
"Having current employees that are willing to talk you up is a great way to showcase your employer brand, but encourage them to be candid and frank when it comes to the areas of the job or the Company that they find challenging. Authentic content will work in your favour, as candidates appreciate hearing about what works and what doesn't. It also means that whoever isn't scared off is likely to face these challenges in a positive way, they won't feel sucker punched by unexpected downsides and they'll be excited to face these challenges head on."



What type of employee content would most likely influence your decision to apply to a company?



More than two-thirds of people said behind the scenes videos featuring employees would impact their perception of an employer

[Video Testimonials](#)

[Photo Series](#)

[Audio Interview](#)

[Other](#)

[Interview Article](#)

VIDEO_

To create strong video content_

Know your goal_

Be clear about the message you want to put across in your video. Don't try to reinvent the wheel, simplicity is key!

Keep it succinct_

Stay on point. One strong quote can be more valuable than minutes of rambling footage.

Be informed not staged_

When producing your employer branding video you want employees to think about what they should share without being overly rehearsed. Keep it as natural and realistic as possible.

Tell stories_

The most engaging content is personable and authentic. It's not too numbers or stats focused, it tells the story of your Company and your team.



DISTRIBUTION_

Having great content is only half the battle, getting it in front of the relevant audiences is the real challenge. Market your employer branding offering through your website, email campaigns and social channels and get your employees involved too! EY is one Company that has invested a lot of time and resources in building their employer brand. Caroline McAniff, Head of Recruitment at EY Ireland says_

—
“We really focused on pushing out our blogs and videos, building our presence on Facebook, Instagram and Twitter and consistently drawing people back to our careers site to find out more about our business. The careers website is free of corporate jargon and the blogs are unedited. This helps to ensure that potential candidates get a real insight into life at EY and whether it’s the type of organisation they could imagine working in. We measured the success of this work through the massive interaction we have received on our website, engagement on our social channels and in the increase of great applications we have received for all of our open positions.”



**WE ASK OUR
PEOPLE TO**

TELL THEIR STORIES

JOBBIO

To learn more about building your employer brand contact us today_

**Jobbio Employer
Branding**

_Know somebody who would benefit from a crash course in Employer Branding?

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