



EMPLOYER BRANDING: A MAGNET FOR RETENTION AND ATTRACTION OF SKILLED EMPLOYEES

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ABSTRACT

Growing Technology and Globalization today has opened a new door to the entire Business houses big or small or of varied nature, - whether a mom -pop store or service organization or into professional services or a fortune 500 company. You have employees to work for you and thus call of an hour is to Brand your Employment. Your capability to employ and to keep hold of existing employees is affecting because of an absence of “Employment Branding”. A strategy needs to be formulated for better understanding as how you are being perceived as a the brand by others. Thus, a brand needs to be formulated to imitate you as an employer, which will in the due course help you to pull towards you the better employees. This Paper investigate as how to develop your company’s employment brand to better employ and hold crest talent – and capitalize on your company’s bottom line. As according to the recent Research companies that uphold the convincing employment brand have a significant head onset when it comes to attracting talent. A recent study locates that companies with a powerful employment brand pulls at least 4.5 times more applications per job posting than do other companies in the same industry. This paper is a focus on the call of an hour for “Employment Branding” which is a biggest source to pull the employees towards your organization and helps you in building them as your greatest assets” as MY PEOPLES”.

KEYWORDS: Employer Branding, Brand, Skill employees.

INTRODUCTION

“An employment branding is how you are being perceived by the organizations potential aspirants and the employees” whereas a powerful employment brand which openly commune the culture of your organization and its objectives mission and values and giving the concerned populace a reason to work and stay within the organization. Companies today have developed corporate ethos that distinguish their employees as their most vital asset, but they fruitfully convey these ethos to those outside the company as well, creating reputes for themselves as enormous places to work and pulling top talent to their jobs. All organizations has an employment brand. But not all the companies, realizes as to what significant task their employment brand plays in both pulling and holding talent. In order to attract and hold the skimmed talent, company must make a solid effort to make sure it stand for something which meaningful as an employer, that prospective job applicants and employees know what that “something” is, and that is communicated it through the employment branding message of who your target audience is and what they value in an employer, who are you really attracting? Unsuccessful in delivering that agreement can cost big by leading to cost low morale, high turnover, lost productivity, and essential costs associated with time-to-hire. A 2009 owner Branding Institute study showed that nearly

half (59 percent) of the employees cited an employer’s reputes as a major influence in deciding where to work.

A NEED TO BUILD YOUR BRAND

Companies with well -built employment brands also benefit from a number of perquisites that give them an aggressive edge, which includes the following

Enhanced traits of Aspirants: Applicants arrive with a full knowledge of what the company stands for as an employer. Something as a company’s culture is being recognized by them that appeals and makes them feel to be the good fit for the company. And also well-communicate the aspirants when they find themselves as e not a good fit for a company, they look for other opportunities and also the employer vice versa.
Submissive applicants; A clearly spoken employment brand also helps attract to pull the candidates who are not vigorously looking for a change but would ponder a good opportunity if arrives.

Less cost association with recruitment and turnover; Companies employment brand will damage if they are unable to deliver their promises planned for their employees during the interview and hiring process and if communicated and fulfilled as set then the employees themselves will approach you to inquire about the open positions.

Blissful Employees: When in a company the employees get the environment and feel challenged to work to show their

efforts they will be appreciated and rewarded r they are seemed to be more engaged in their work and thus lead to the higher quality of service or product and at last the better bottom-line.

Brand campaigner. If your employees love their job they will be voluble about it and thus they will prove to be your greatest asset for pulling a pool of talented people and steering your business ahead. As they are aware that what is being required to get fit in and work for the company?

BUILDING YOURSELF AS A BRAND- EMPLOYER BRAND

Organizations employer brand matters a lot, but that doesn't mean to be keeping out of the overall brand. Company's management or Leadership throughout is very crucial; Thus from HR to marketing and sales to finance and all departmental heads or the leaders need to be very much acquainted with the culture and values of the company. Which need to be communicated effectively to the stakeholders' prospective customers' employees and new recruits?

Identification of your target market

It's not necessary that what's significant to one cluster of principal talent, might not be significant to another cluster. Ensure that the message fits the Viewers, and be ready to have different note if you wish to plea to varied groups.

Generate consistency

Synergy your corporate brand outstanding employer brands, your employer should not stand alone. They need to be sync with the overall company brand. The employer brand, must companies values as a whole some way.

Deliver your brand experience

Your brand message must be looked, believe and be informed to all – still when an applicant is being interviewed.

Walk the walk and talk the talk

It may not be at the most attractive truth – but one must always present the supreme truth. If your company is a fairly straight-laced organization, that oks – don't try to make it something it's not. Just focus on the things that make your organization attractive.

Craft Culture by Design

Today Recruitment needs to be proactive, and that consist of designing a mission statement and ethos that's vivacious and eye-catching to Job seekers.

Knock the Company's Best skills

Company's current employees are their brand advocates; they maintain company's culture and thus the need to be involved in recruiting process also.

Hold up Brand's outer shell

A company's "employer brand" matters a lot, but not to the omission of its overall brand.

Design and Define your Message

In order to Pull and restore the premium talent, your organization must make a rigorous effort to make sure that you stand for something meaningful as an employer, and that aptitude of the applicants and the employees should know

A MAGNET: PULLING APPLICANTS

what that “something” stands for , and which you need to communicate all through your employment branding message. The base of any booming branding campaign is its trustworthy reliable data. It is easy to generate the eye-catching brand message, but without a knowledge of who your target audience are and what they value in an employer, who are you really appealing? “To generate the brand message that really works to speak who you are as an employer, it is important that you first have a true meaning of your employment brand. A message to be planned or intended or need a skilled set of a team who could look after the below mentioned points while planning the same;

- Offers by your competitors,
- How do you rate or grade the premium talent
- Salary's offered by you against your competitors
- SWOT Analysis of the Employer
- Your Attraction to Applications to work with you, and what they dislike about you

COMMUNICATING BRAND

Next come is a broadcast of the employer's Brands message both within and outside. Following resources need to be utilized for the broadcast of the brand's message

Your Company's Intranet

Employees who give high ratings to internal communications also tend to rate the company as a good place to work and are likely to recommend it to others,

Your Company's Career Center

One of the most important outlets for broadcasting brand message is company's career site need to be easily passable and clearly converse what it's like to work at the company.

Company's People

Referral programs of the Employee is another valuable mode to commune your company's employment brand, whereas at the similar time set identifying job applicant. Mostly, the best way to employ Eligible candidates is through word of mouth, and your people the satisfied employees are the best to courier your messages.

Regional or country wide Media

Send press releases, applying for “the best place to work” contests will help your company gain appreciation and media hype from trustworthy third-party organizations.

Community Media

One of the most successful – opportunity for communicating your brand, social media has become a crucial constituent of today's employment strategy

EVALUATING YOUR BRAND EFFECTIVENESS

What gets measured gets done.

If you are not able to t exhibit the return on investment for your employment branding Endeavour they will fall straight to the bottom of the priorities. A list of the metrics has been designed to track the test of the effectiveness of the employment brand.

- Number of Dollars spent for advertising for applicants and the number applied for the Job applicants per dollar spent on advertising
- Quality applicants per dollar spent on job
- Acceptance rate of the candidate per dollar spent
- Awareness response rate both Aided and unaided
- Hiring Cost

Retention

- New hires Employees Turnover ratios
- Expert employees Turnover ratio
- Engagement and satisfaction of Employees.

CONCLUSION

Your company's employment brand — the insight that employees and skilled employees hold about what it is like to work there — is crucial to company's ability to pull and retain talent, specially in today's competitive economy. More and More the companies are vigorously organizing their

image and repute as a place to work. A better Alignment of the expectations with the reality of working at the company is a long way to be covered by the employers. Employees often have a fleeing that their employers are not fulfilling their set promises. An effective employer branding is being required with an ongoing commitments but it will just be an effort.

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