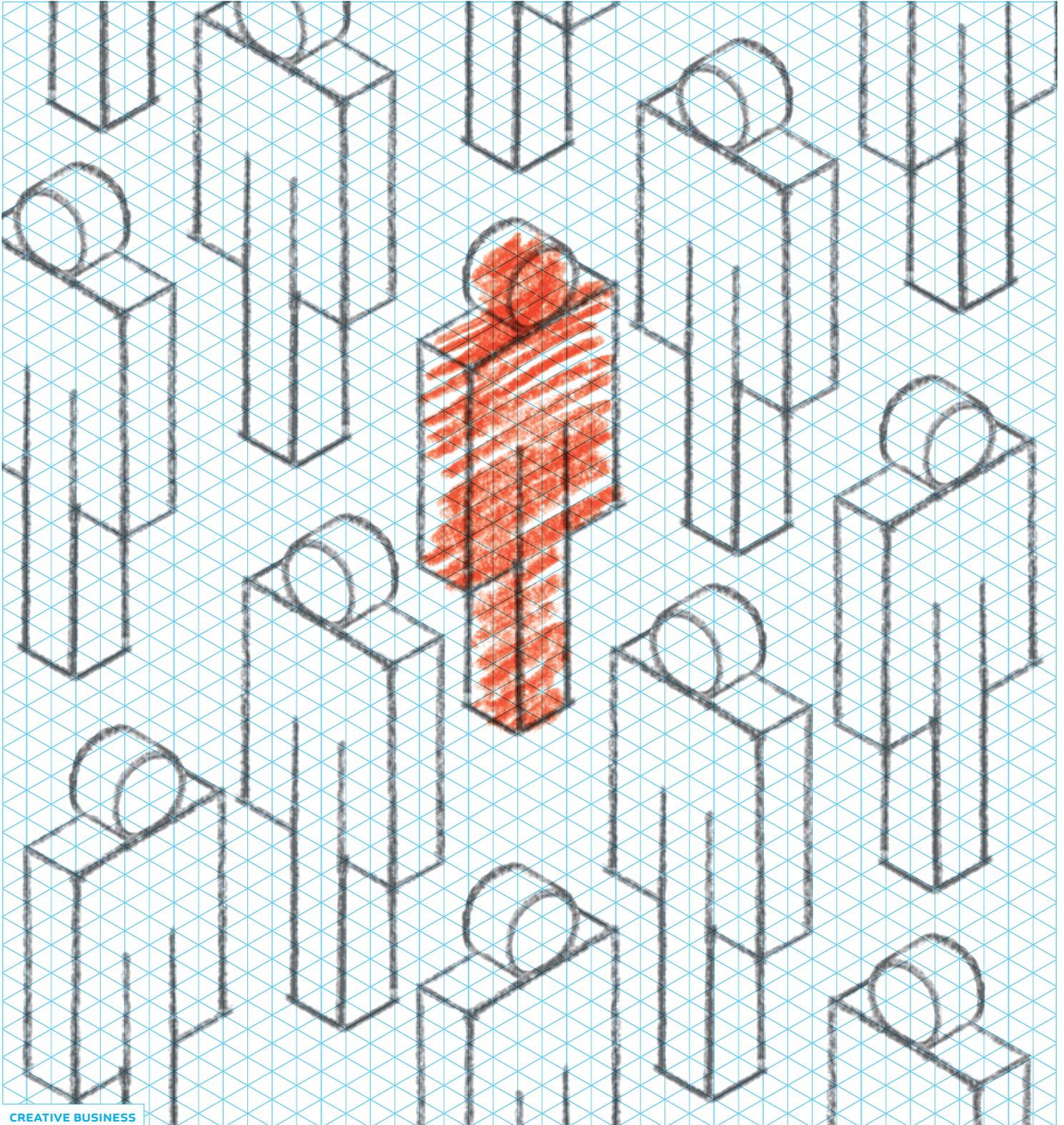


Employer branding

HOW TO STAND OUT AND ATTRACT THE BEST TALENT



HOW STRONG IS YOUR EMPLOYER BRAND?

A well conceived employer brand is a very powerful and persuasive asset to any company. In today's competitive and increasingly global employment market, where companies need to attract and retain the best talent, their employer brands must work hard to present a distinctive place to work with good career prospects and meaningful brand values.

So what is an employer brand?

In short, it is the image a company projects as an employer. A strong employer brand not only attracts skilled and motivated people, but it also improves their loyalty to an employer by building a connection on an emotional level. And who wouldn't want the best talent working for them? The best people inspire innovation and build profitability and growth.

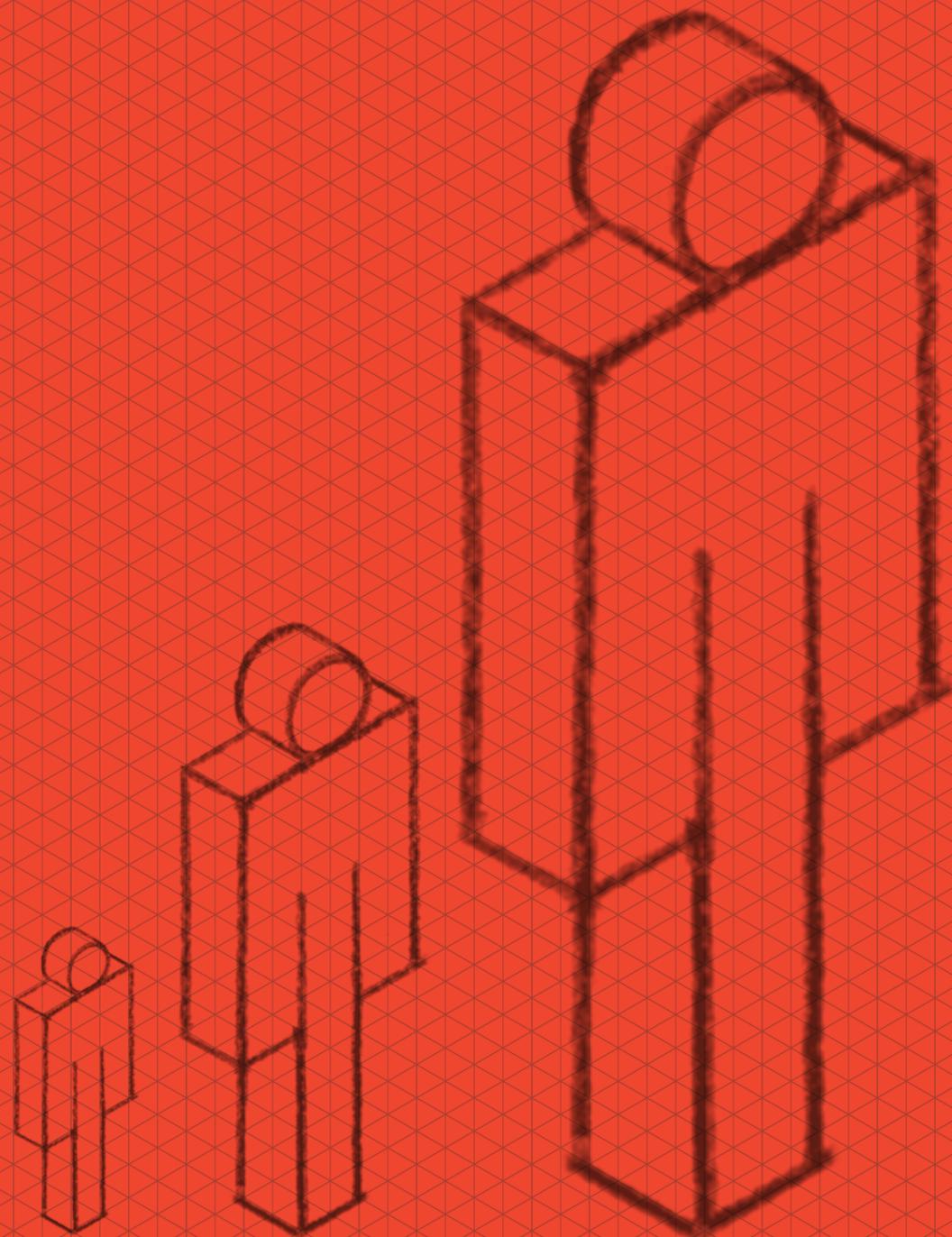
New employees are no longer just looking for a good salary – they want to know what the work environment is like, how a company's values fit with their own, what CSR policies are in place and how ethical the business practices are. Very few of the best recruits, particularly the millennial generation, are content with just a steady job – they are more likely to seek new challenges and adventure, and relate to a good work-life balance and interesting job content.

The critical part in building a successful employer brand is to make your company stand out and be visible first – in that respect there is a strong similarity between a customer facing brand and an employer brand. Both aim to create a clear point of difference. Being genuine, transparent, authentic and creative is essential.

The Employer Value Proposition

An employer brand deals with the reality of being employed by a particular company and at its heart is the Employer Value Proposition (EVP). Think of it as the promise a company makes to its staff. The EVP is a strategic statement that defines what a company wants to be associated with as an employer. The EVP also highlights what makes the company different from other employers and encapsulates the value that employees bring and what they can expect in return – what you give vs what you get.

With a well-managed employer brand, organisations are able to promote themselves and their values, not just financial reward.



THE MARKET HAS CHANGED

Historically, recruitment and employer branding has been a low priority – often, potential employees were left to form their perception of a company as a place to work through contact with traditional messaging and marketing activities. The problem with this approach is that the corporate brand is the only thing influencing the employee’s vision of that company.

The social media revolution has changed everything. It is now much easier for employees and ex-employees to share their experiences and opinions and for this information to gain widespread exposure and influence an employer brand. For this reason, it is vital for brands to communicate consistently to their customer and employer audiences. If your employer brand doesn’t reflect what’s really happening in your organisation, this will be exposed quickly through social media channels.

Of course your careers website is the gateway to how your employees initially connect with your employer brand. It goes without saying that this shop window needs to be as impressive as anything you do from a corporate perspective. It’s your chance to showcase your employer brand and for your target audience to understand what it’s really like to work there. Video can be a really powerful tool here. And most people today of course are accessing your site on their smartphones, so it’s vital that your site and your videos are optimised for mobile.

Research shows that every company, no matter what size or industry sector, has an employer brand, even if they don’t promote one, so it makes business sense to actively shape and manage it rather than leave it to chance. And with the global economic recovery increasing the competition for talent, employer branding has never been so important to New Zealand and Australian businesses.



BENEFITS OF A STRONG EMPLOYER BRAND

IF YOU HAVE A STRONG, WELL MANAGED EMPLOYER BRAND, YOU CAN TYPICALLY EXPECT THE FOLLOWING BENEFITS:

- **DIFFERENTIATE YOU AS AN EMPLOYER AND MAKE YOU STAND OUT**
- **HELP YOU TO BECOME AN EMPLOYER OF CHOICE**
- **COMMUNICATE EVERY ASPECT OF THE EMPLOYMENT EXPERIENCE**
- **REDUCE RECRUITMENT COSTS AND INCREASE PROFIT PER EMPLOYEE**
- **ATTRACT THE BEST TALENT, WHO HELP TO DELIVER YOUR BRAND PROMISE**



SOME STATISTICS

IF YOU NEED MORE CONVINCING OF THE IMPORTANCE OF EMPLOYER BRANDING, HERE ARE SOME THOUGHT-PROVOKING STATISTICS:

“74% of job seekers use company career websites as their most important source of information online.”

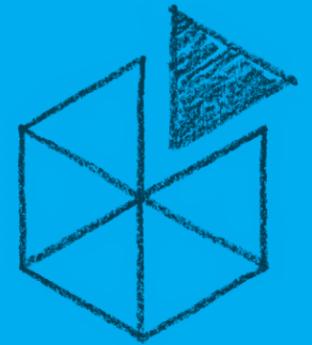
potentialpark.com

“95% of all job seekers' first experience with a company comes from a visit to the career section of their website. So, before that candidate even walks through the door, they've already met you and formed first impressions.”

[Bernard Hodes Group](http://BernardHodesGroup.com)

“67% of Job seekers said they'd accept a lower salary if the company had exceptionally positive reviews online.”

www.careerbuilder.com



“89% increase in applicant quality – employer brand ROI for employers.”

[Bernard Hodes Group](http://BernardHodesGroup.com)

“56% of job seekers ranked company employer branding as the deciding factor when choosing an employer, compared to 20% who would choose a company because they have great products and services.”

www.careerbuilder.com

“78% of companies communicate their employer brand via their careers site”

www.unbridledtalent.com

“76% of companies choose social media to communicate their employer brand.”

[Employer Branding International](http://EmployerBrandingInternational.com)

Angle is a branding agency with clients in New Zealand, Europe and Australia.

Our point of difference is

**OUR ABILITY TO CREATE
A POINT OF DIFFERENCE
FOR OUR CUSTOMERS.**



WHY ANGLE?

Angle works across a broad range of employer branding and communications projects – everything from careers websites, video content, recruitment campaigns, graduate recruitment, brochures, careers stands and employer brand strategy and delivery. Here are three reasons you should consider talking to Angle:

Commercial sense

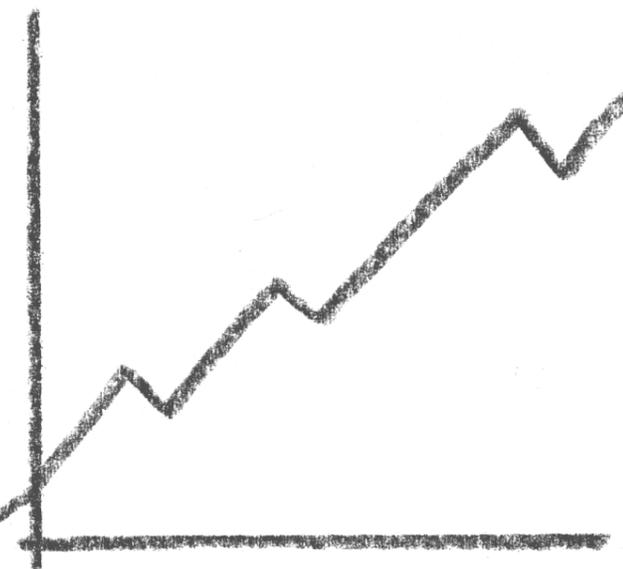
Our expertise in employer branding will help to establish a point of difference for your organisation, which in turn helps you to attract the best talent, better deliver your brand promise and influence profitability and growth.

A point of difference

Clients tell us that creating or establishing their point of difference is very hard, and that Angle does it exceptionally well.

Employer branding expertise

We understand employer branding and the recruitment industry so our work will be inspired, authentic and appropriate. Rob Holloway (Angle's Creative Director) and Alastair McKenzie (Angle's Project Consultant) have many years of employer branding experience between them (see Our Team page).



THE TEAM

We place a big emphasis on impressive results and our experts deliver on time, every time. We're a team that's small enough to care and experienced enough to create a real difference for your business.

Rob Holloway Creative Director, Owner

Rob is Angle's owner and Creative Director. With his background in the best UK and NZ brand agencies and a long stint at Barkers, one of the UK's largest employer brand agencies, and a career spanning 24 years so far, he has vast experience of all things employer branding.

His unique approach mixes strategic thinking with creativity and intelligence, helping clients to develop powerful brands with a memorable point of difference. He established Angle in 2011.

Alastair McKenzie Project Consultant

Alastair has worked in the employer branding industry in the UK for over 20 years managing complex projects for some of the UK's largest employer brand agencies (Riley's, Barkers, Bernard Hodes, TMP Worldwide UK and Tonic) and for some of the UK's largest clients (Accenture, HSBC, Lloyds Banking Group, Network Rail and Tesco) to name a few.

The projects he has managed have ranged from an award-winning social media driven exhibition campaign for Tesco, the UK's largest retailer, to an award-winning brochure for Berwin Leighton Paisner, a top 10 UK law firm. With a smattering of website awards as well in his back pocket, Alastair brings a wealth of employer branding project consultancy experience to Angle and the NZ market.



Rob Holloway
Creative Director, Owner



Alastair McKenzie
Project Consultant



Donna Anderson-Jones
Digital Strategy



Mark Anderson-Jones
Web Developer



Paul Hewson
Artwork & Production



Robin Hodgkinson
Photography & Video



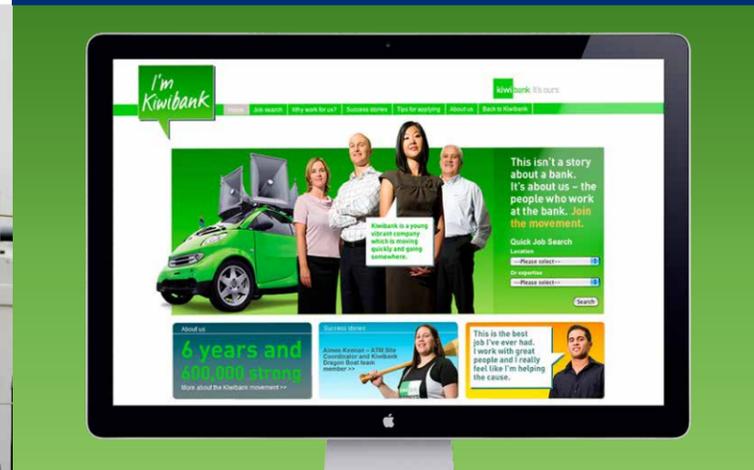
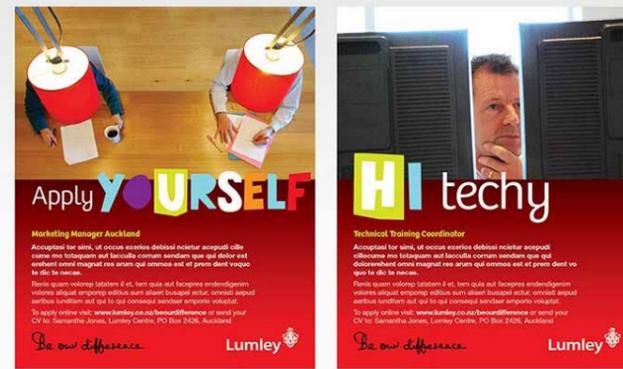
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