

## 2.2 What is Employer Branding?

Employer Branding is a collection of ideas and beliefs that influence the way current and potential employees view an organisation and the employment experience that the organisation is offering. It communicates the company's culture and values and helps to ensure employees are passionate about, and fit in with, the organisational culture to help move the company forward.

All organisations are facing similar business challenges – difficulty of attracting talent and retaining quality employees, lack of employee loyalty, increased overseas competition, generational change and skills shortages.

With competition in local, state, national and global markets, it is important for companies to understand how to position themselves and make them desirable for potential employees.

*“Recruitment should be viewed as an extension of marketing and organisations must have clear strategies to market the brand to employees”* – David Jones, Managing Director, Robert Half, UK.

Some recent statistics:

- 74% of companies in Asia-Pacific believe that developing an employer brand leads to higher staff retention.
- 54% of companies in Asia-Pacific believe that developing an employer brand reduces recruitment costs
- Asia-Pacific companies are more aware of employer branding than the rest of the world due to increased competition for talent in the region. 48% of companies were aware of employer branding in Asia-Pacific compared to 42% in USA, 38% in Europe.

Source: *Employer Branding, attracting employees and retaining staff. White Paper* – [www.femail.com.au](http://www.femail.com.au)

Please see the link below to read the full White Paper.

The following links will provide you with resources to develop your employer branding:

- [White Paper - Employer Branding, attracting employees and retaining staff](#)
- [Wikipedia Definition of Employer Branding](#)
- [Employer Branding Article](#)
- [Article from Human Resources Magazine - Making your Mark with Employer Branding](#)

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