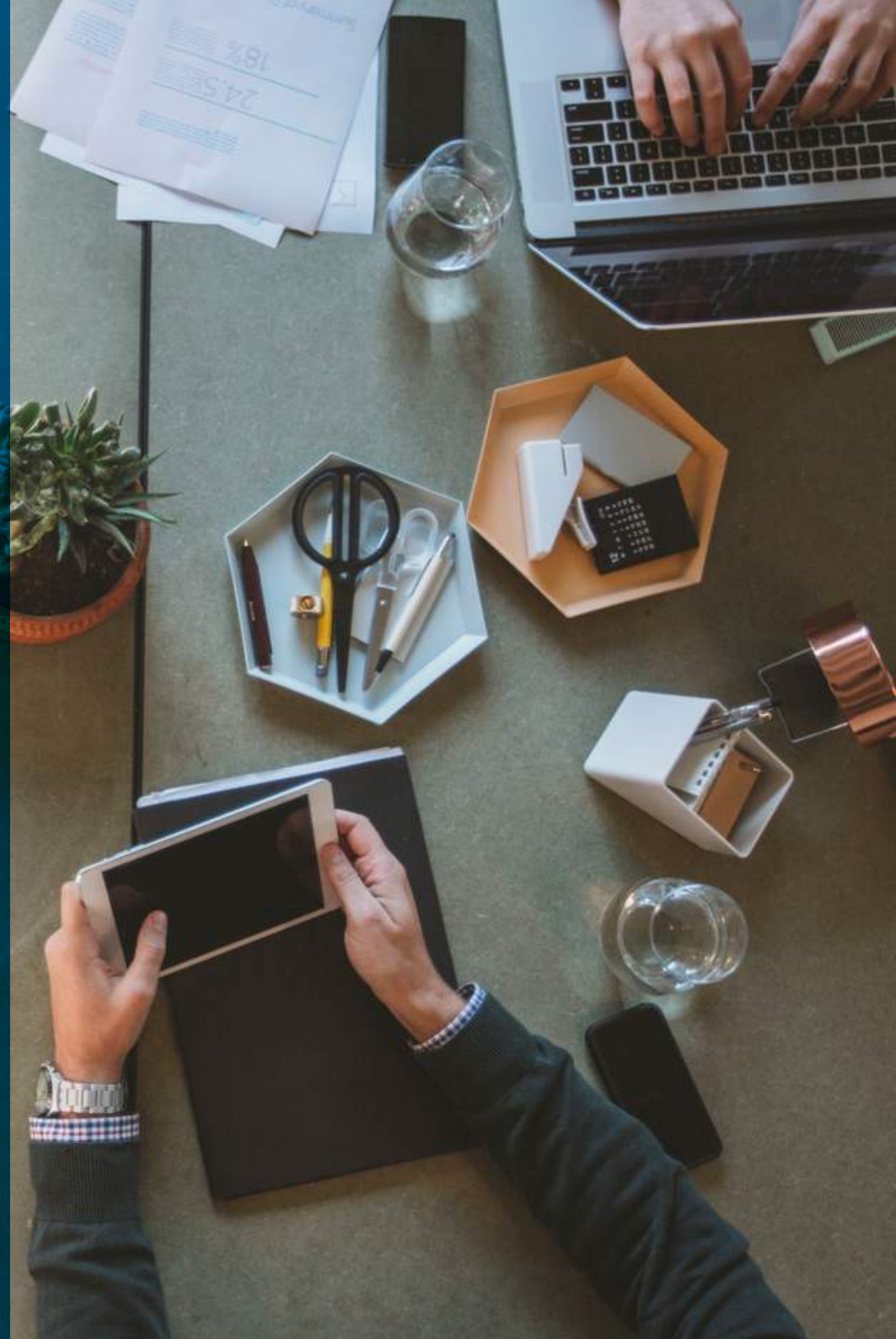



Building your employer brand

Lessons from organisations getting it right

Linked in Talent Solutions



A modern, open-plan office with a high ceiling, exposed concrete beams, and linear LED lighting. In the foreground, a woman with dark hair tied back is seated at a wooden desk, working on a laptop. The desk has a white mug and a desk lamp. To her left, another person is partially visible, also working. In the background, more people are blurred, suggesting movement. A large blue semi-transparent rectangle is overlaid on the left side of the image, containing white text.

“If you hire people just because they can do a job, they will work for your money. But if you hire people who believe what you believe, they’ll work for you blood sweat and tears.”

Simon Sinek

The value of a strong employer brand

Your 'employer brand' determines your ability to attract and inspire the right types of people for your organisation.

But do you know who those right people are? Or how you can make them want to work (and keep working) for you?

This ebook gives you some practical tips on how to maximise the power of your employer brand – showcasing five finalists from LinkedIn's 'Bring Your Employer Brand to Life' competition.

Bring your employer brand to life

1. Defining your EVP

2. Know your Target Audience

3. Promote your Employer Brand

4. Building an Army of Ambassadors

5. Retain the Best Talent

1. Defining your EVP

At the core of a successful employer brand is a clear employee value proposition (EVP).

A well-formed EVP provides many benefits including better attraction and retention of key talent, helps focus the HR agenda and creates the basis of a strong employee brand.

To be truly successful, an employer brand needs to reflect who you are as an organisation – be unique, relevant and compelling – and be incorporated into every aspect of the employee experience.



Sale Stock

“How can we solve the employer branding challenge to attract the best tech talent for a ‘fashion’ brand?”

At Sale Stock, we lead with our mission so candidates are empowered to understand the greater purpose of the organisation and disrupt the traditional clothing industry. Through our employer brand, we educate our candidates on the bleeding-edge technology and innovative projects they will have access to on the path to disrupting the traditional clothing industry.

In addition, we deliver our employer brand promise through our employees. **A-player will always attract A-player.** Through our Talent get Talent program, we encourage our tech team to share our mission and persuade their geek friends to join Sale Stock.”

Sanislaus Tandelilin

Co-founder and Chief Operations Officer

Sportsbet

“We need to be clear about what we offer, be deliberate in our positioning and make it present in all our interactions. For a number of years we’ve built our reputation on three core values:

- Being a **fun** place to work
- Being part of an **ambitious** organisation
- Being **developed**”

Rebecca Powell

Internal Communications Manager

Lessons we have learnt





The Warehouse Group

“We are committed to changing the perception of retail as a career choice by working with industry bodies, universities and our own team.

We want to ensure that we are the employer of choice for new talent and present our team with exciting growth and development opportunities as they progress with their careers.”

Leslie Taylor

Employment Brand Manager



Xero

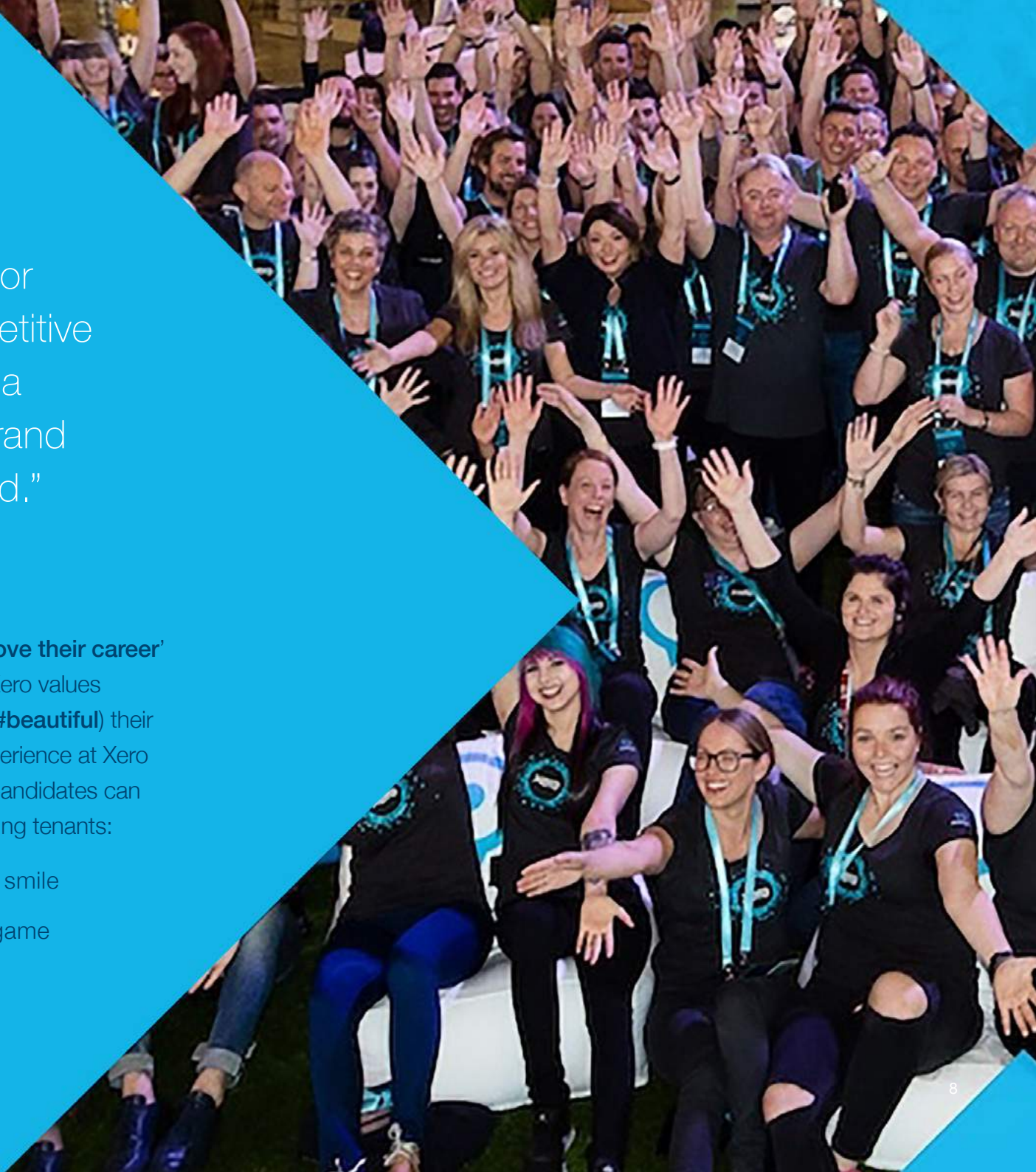
“We know that to win the war for talent in what is a highly competitive talent marketplace, you need a clearly articulated employer brand that stands out from the crowd.”

Carrie O'Meara

Head of Talent

Xero offers endless opportunities for top talent to **'love their career'** and **'#dobeautifulwork'**. Closely aligned with the Xero values (**#challenge, #champion, #ownership, #human, #beautiful**) their employer brand reflects an authentic employee experience at Xero and helps to engage and attract the right people. Candidates can envisage the opportunity at Xero through the following tenants:

- ① Blaze your own trail
- ② Follow your passion
- ③ Shape the future
- ④ Make people smile
- ⑤ Change the game



2. Know your target audience

Understanding your audience is key to delivering authentic content that attracts and engages top talent.





BAT Vietnam

“To understand the talent landscape we carried out three types of research:

- 1 Universum employer brand research to understand our audiences needs and how BAT Vietnam is currently perceived
- 2 AC Nielsen’s target segmentation to see what kind of talents are available
- 3 You Voice diagnosis of our internal talents’ needs and expectations and their current satisfaction level with BAT Vietnam”

Vo Thi Minh An

Resourcing Manager

Halcyon Knights

“Of critical importance is attracting and retaining employees who are culturally aligned and deliver cultural diversity in line with our core brand values, underpinned by our virtues or reciprocal trust, care and commitment.”

Jeanette Borg

Marketing and communications manager

Vahura

“One segment we identified were lawyers who felt burnt out or limited by their role and wanted to move to the business/creative side. ‘Law and beyond’ was born – our campaign to let lawyers know they many ways of achieving professional satisfaction.”

Trupti Kulkarni

Staffing

Generali Indonesia

“Millenials are a highly desirable talent segment. For this audience, we have worked on our employee values and benefits and communicated these through our employer brand.

We want Generali to be seen as an innovative insurance company, a great work-life balance and the best place to work, therefore we are doing following activities:

Anindya Kusuma Wardhani

Department head

- 1 Communicating our core values to deliver on the promise, Be open, Value our people and Live the Community are reflected consistently in our social media and employee posts.
- 2 Publish content about Generali wellbeing and compensation programs
- 3 Engage employees, particularly other Millenials, to become brand ambassadors and provide them a library of content to share various culture and industry topics with an authentic voice.
- 4 Target channels based where Millenials will consume information using various content formats: videos, games and articles.”

3. Promote your employer brand

The channels you choose to promote your employer brand are equally as your audience and content. Social media plays an essential role.



Capgemini

“We developed the #TechChallenge3. It comprised of a code competition, theme based competition and a finale digital hackathon to enable technology professionals to solve real world digital problems.”

Jonas Prasannai

Recruitment Marketing



This has resulted in

562,547

visits to the #TechChallenge3 website

4.8 Million

Page views

#HumansofXero



Lessons we have learnt

Xero

“We have taken a strategic and multi-channel approach to our employer brand to ensure Xero stands out in the marketplace and we attract the best talent.”

Carrie O'Meara

Head of Talent

This has resulted in:

108,832

Facebook likes

54,200

Twitter followers

18,000

Careers Page visits
per month

16,152

Recruitment video views

#dobeautifulwork

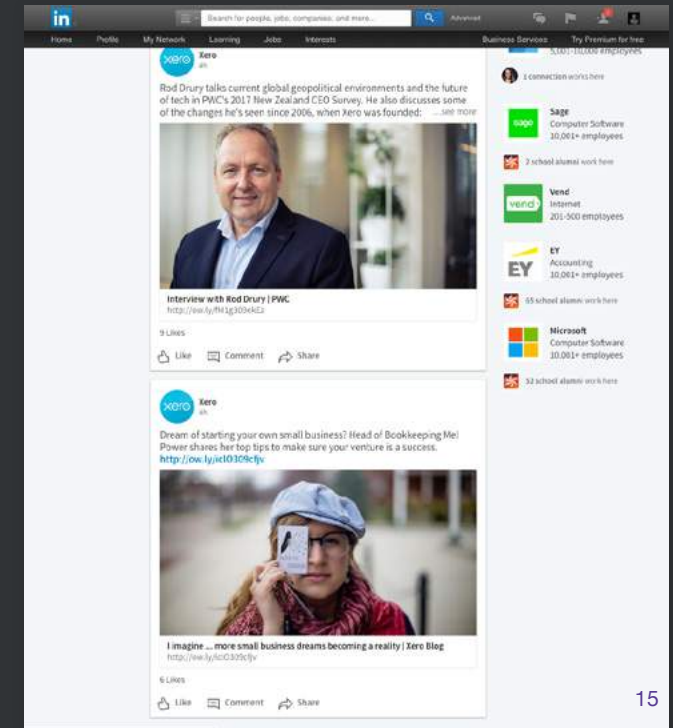
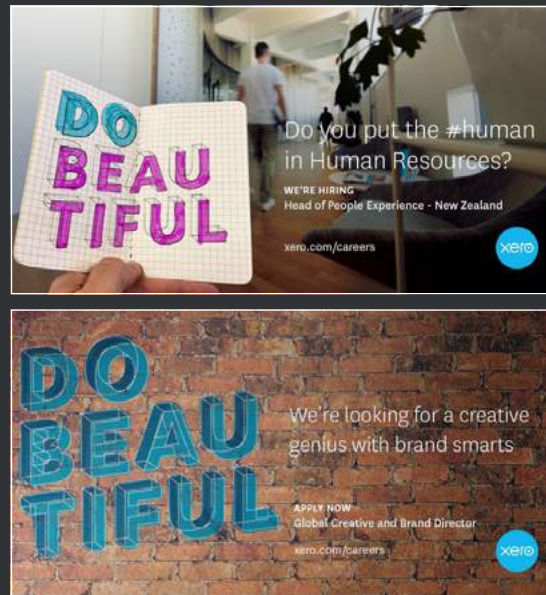
Employees share first hand why they think Xero is a great place to work by posting **#dobeautifulwork** pics via social channels including Twitter and Facebook. These also feed to the Xero Careers Page.

Social media tiles

Designed eye-catching social media tiles that reflect the essence of our employer brand and ensure job ads stand out.

LinkedIn Careers Page

Use LinkedIn to showcase what it's like to work at Xero by having Xero employees sharing '**#humansofXero**' stories. For example candidate story as an example hiring initiative for career change individuals and candidate story as an example of part time developer roles.



Halcyon Knights

“Key to the success of our digital strategy was delivering authentic, relevant, meaningful content and messaging to our audience.

We embraced LinkedIn as a powerful application to engage our audience, including Career Pages, providing candidates with insight into our business using a mix of featured blogs, photos, video content and team imagery. We also use social media channels to deliver tailored messages and targeted hashtags including #knightlife and #HKworkperks.”

Jeanette Borg

Marketing and communications manager

2x

We almost doubled our LinkedIn following in 12 months

9

Ranked #9 in JobAdvisor's Coolest SMB Company

4. Build an army of brand ambassadors

Fake it and you won't make it.
Authenticity is key – truly
representing your company
and values engages top talent.





The Warehouse Group

“Internally we ran LinkedIn Personal Branding sessions for employees to educate and inform them about the channel and how to build their personal brands thus acting as advocates for our business.

Using the guiding principles of authenticity and storytelling we encouraged our employees to challenge the misconceptions about working in retail via both posts and videos using the hashtag #retailcareers. Increasing followers by 40% over 12 months and driving a 3% engagement rate on posts”

Leslie Taylor

Employment Brand Manager



Sportsbet

“Our investment and commitment to producing authentic content that demonstrates our culture and EVP have seen us grow our LinkedIn followers **400%+** over the last 2 years.

This year we empowered our employees by running LinkedIn and content workshops to boost their visibility and become Talent Magnets for our brand.

Members of our Executive team have taken to writing long form posts about our culture and specialist team members are posting on areas that are of interest to them and their target specialist talent segments.”

Rebecca Powell

Internal Communications Manager

5. Retain the best talent

Having a strong employer brand strategy in place will ensure you gain and retain top talent.





Xero

“Despite all of the rhetoric on businesses evolving to foster ‘a better work-life balance’, part-time Developer positions are still seem massively under-represented in market.

In November 2016, less than 0.02% of Seek’s Developer job postings in Melbourne were in the part-time category.

If you find attracting top Development talent to your business problematic then why not consider the untapped resource that is the part-time Developer!”

Read Sue’s story [here](#)

Carrie O’Meara
Head of Talent



Sportsbet

“To find and keep the best talent we will:

- Map out key internal & external milestones/touch points and use internal advocacy as a key lever.
- Focus on diversity and more women in the workplace.
- Review and align to key talent capabilities.
- Work with PR to promote in ATL channels”

Rebecca Powell
Internal Communications Manager



Sale Stock

“Our Engineers and Data Scientists are given freedom to choose the project based on their passion and interest, and are also encouraged to come up with data-driven insights and ideas.”

Sanislaus Tandelilin
Co-founder and Chief
Operations Officer

Our winners & finalists



APAC



ANZ



SEA



India



About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 450M+ candidates.



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