

Employer Branding: Why It's More Important Than Ever

In a world where candidates can Google anything from a company's most recent balance sheet to the CEO's social media profile, how your company's brand is presented to candidates is crucial.



Here's a look at some of Monster's latest employer branding data, plus a few takeaways to help reposition your company's brand to information-hungry job seekers.

Employer Branding

Past Smoke and Mirrors, One-dimensional, Insular

Transparent, Holistic, Expansive **Future**

Employer Brand = Good for business

Companies with strong employer brand have:

- 10%** lower payroll costs
- 28%** lower staff turnover
- 46%** lower indexed cost-per-hire¹

84%

of employees would leave their current job to work for a company with a better corporate reputation¹.



Reputation matters

91% of candidates seek out at least one online or offline resource to evaluate an employer's brand before applying for a job².

Diversity matters

62%

say they would turn down a job offer at a place they felt did not value an inclusive and diverse workplace culture³.



How to evaluate your employer brand:

1. Monitor social media
2. Focus groups
3. NPS score

5 questions to ask about your employer brand. Is it...

1. **current?**
2. **visible?**
3. **flexible?**
4. **present?**
5. **true?**

Employer Value Proposition:

Not sure what your EVP is? Run your brand through these six values questions:

1. **Care.** Is it obvious that you care for your employees as well as your customers?
2. **Interest.** Do you deliver a stimulating work environment? How does what you do add value to society?
3. **Social.** Does your employment atmosphere promote teamwork and camaraderie? Does the company host social events and family days?
4. **Economic.** What is the economic security of your company like? Is your pay competitive? Do you offer benefits that have real value?
5. **Development.** Do you invest in growing your employees, recognize their achievements, and provide clear paths to promotion?
6. **Application.** Are candidates given the opportunity to use their skills and knowledge to contribute to the company beyond their job description?



How Gen Z interacts with your brand

Gen Z is less likely to go through staffing firms or job boards for job opportunities, preferring company career websites, social networks, employee referrals and career fairs.

What Gen Z is looking for:

flexible schedule	42%
career development opportunities	36%
paid time off	27%

56%

of Gen Zers check out social platforms when looking for work.

Gen Z candidates say that work/life balance, growth opportunities and in-office perks, are important to them when it comes to company culture.

What candidates want now:

90%

of candidates say it's important for companies to have defined COVID-19 guidelines and return to work strategies.

70%

say it is very important that companies are transparent about the diversity of their employees.

47%

of candidates say their #1 motivation for looking for a new job is flexible schedule.



Need help with your employer brand?

Visit [Monster's Employer Branding Solutions](#).

Or reach out to a Monster Sales Representative at 1-800-866-7837.

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