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IMPELLAM GROUP

# EMPLOYER BRANDED RECRUITMENT



*fact sheet*



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## WHAT IS EMPLOYER BRANDED RECRUITMENT?

All organisations have an Employer Brand. It's the way in which businesses differentiate themselves to **attract, recruit, engage, and retain** the right people at the right time. A strong Employer Brand helps businesses **compete for the best talent** and **establish credibility**, reflecting the businesses' values consistently through its approach to talent acquisition and people management.

**Defining your employer branding** is the first step in attracting and retaining the right people for your business, the next stage is **recruitment marketing** – the process of promoting your company's Employer Brand.

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## WHY DO BUSINESSES USE EMPLOYER BRANDED RECRUITMENT?

According to a 2017 LinkedIn survey, **75% of candidates** will research your company's reputation before applying for your job opening, and companies with a strong Employer Brand see **50% more qualified applicants**, have a **speed to hire that is 1-2x faster** and a **50% reduction** in cost per hire.

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## WHAT IS COVERED BY EMPLOYER BRANDED RECRUITMENT?

Employer Branding is used to define your candidate persona, Employer Brand and Employee Value Proposition. Once your Employer Branding is defined, differentiated and understood, we'll use Recruitment Marketing to:



Write clear and engaging job descriptions



Advertise your job openings



Turn your job descriptions into attractive job postings



Create and optimize your career site



Create interesting and engaging recruiting content



Build and nurture the relationship with potential candidates



Encourage candidate engagement



Measure the overall success of recruiting campaigns

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## THE BENEFITS

**Operational:** partnering with a specialist relieves the burden of attracting, selecting and on-boarding the right people for your projects and growth plans - freeing up your operational time and resource.

**Strategic:** with unemployment rates low in the UK, Europe and the US, anyone looking for a job can get one. Any talented person that a business wants to hire is more than likely already employed. Candidates are increasingly more likely to be influenced by a company's brand. Get it wrong and the best talent won't even consider applying to work for the business, while current staff are more likely to search for better opportunities with brands that have a more impressive reputation. Partnering with a specialist helps you position your employer brand in the right way, to attract and retain the best people.

**Financial:** by partnering with a specialist for Employer Branded recruitment, businesses benefit financially from lower cost per hires and reduced costs due to lower staff attrition. For example, a Center for American Progress (CAP) investigation studied the cost of attrition in greater depth. For mid-range positions (\$30-50,000 a year), attrition costs on average 20% of the yearly salary, whilst highly educated executive positions cost up to 213%.

If you'd like to find out more about Impellam's Employer Branded recruitment services, you can contact us at: [brandedrecruitment@impellam.com](mailto:brandedrecruitment@impellam.com)