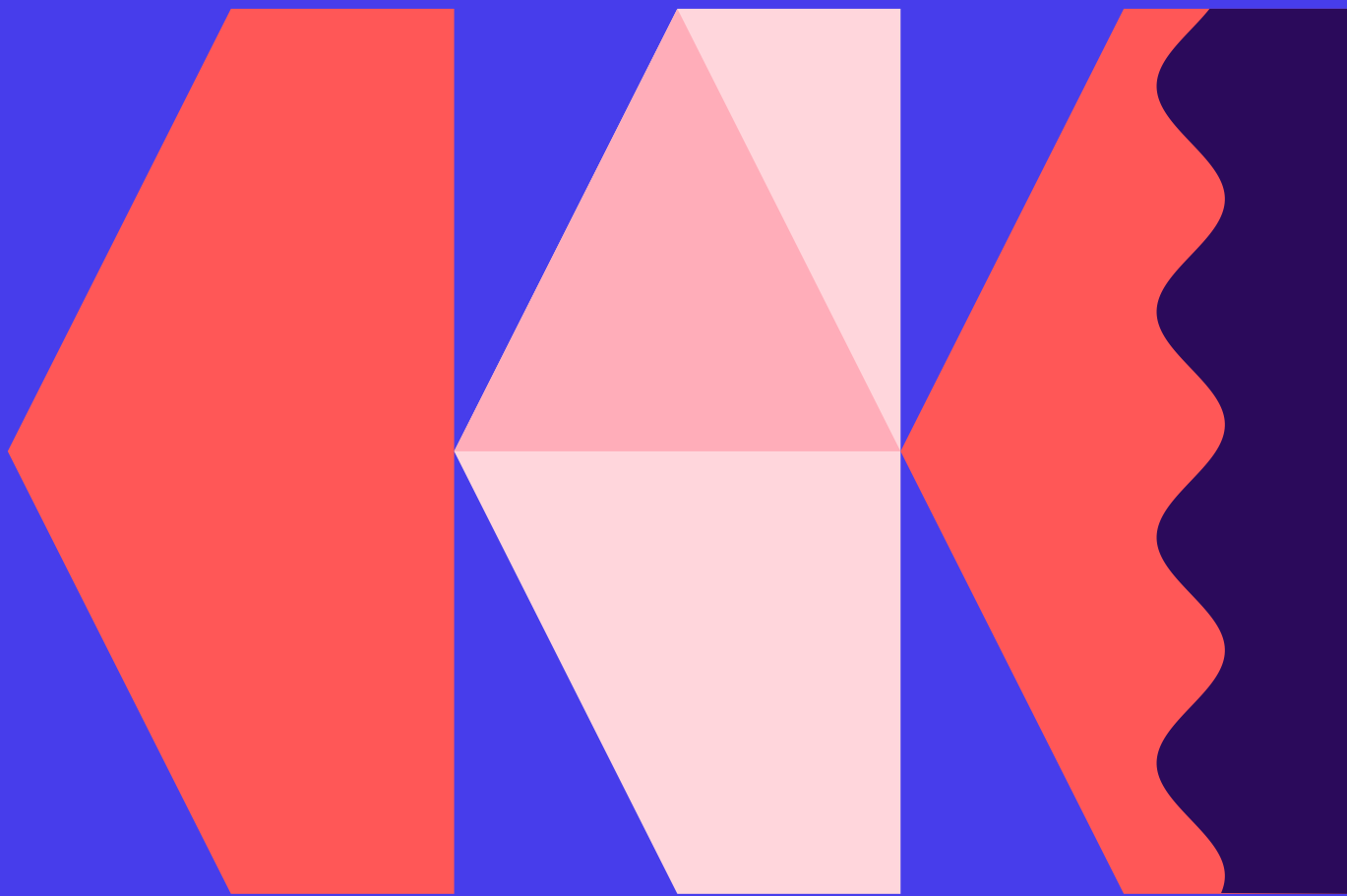


Papirfly's ultimate 53-point employer brand checklist





Laying the path to employer branding perfection

Employer branding is the way a company promotes itself as a place to work. But the journey to reaching that is anything but basic – many moving parts and processes need to come together in perfect harmony in the effort to attract, recruit and retain top-quality talent in today's increasingly competitive market.

That was our motivation for putting together this comprehensive Employer Branding Checklist. With the range of overlapping processes and multifaceted teams involved in bringing an employer brand to life, including representatives from marketing, HR and PR, it is easy for grey areas and confusion to set in, which in turn hurts your brand's performance.

By laying out this checklist, split into a range of essential components found in many successful employer brands, we hope this will help streamline how you approach this while ensuring that no stone is left unturned along the way.

You may be just starting out on this journey, part way through it or thinking of walking that path once again. Whatever stage you find yourself with your employer brand, we hope this helps give you a firmer grasp on best practice in this vital aspect of company growth.

Enjoy!



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Your employer brand checklist

To make this the most comprehensive employer brand checklist we possibly can, we have split the points into 6 major categories that we feel cover the most critical areas in making your employer brand as effective as possible:

Foundations

The initial steps in bringing your enhanced employer brand to life.

Strategy

The critical thinking and decision-making that will form the heart of your employer brand activity moving forward.

Delivery

How you will execute your employer branding strategy to produce the best results.

Recruitment

A segment devoted to your efforts to attract talent to join your organisation.

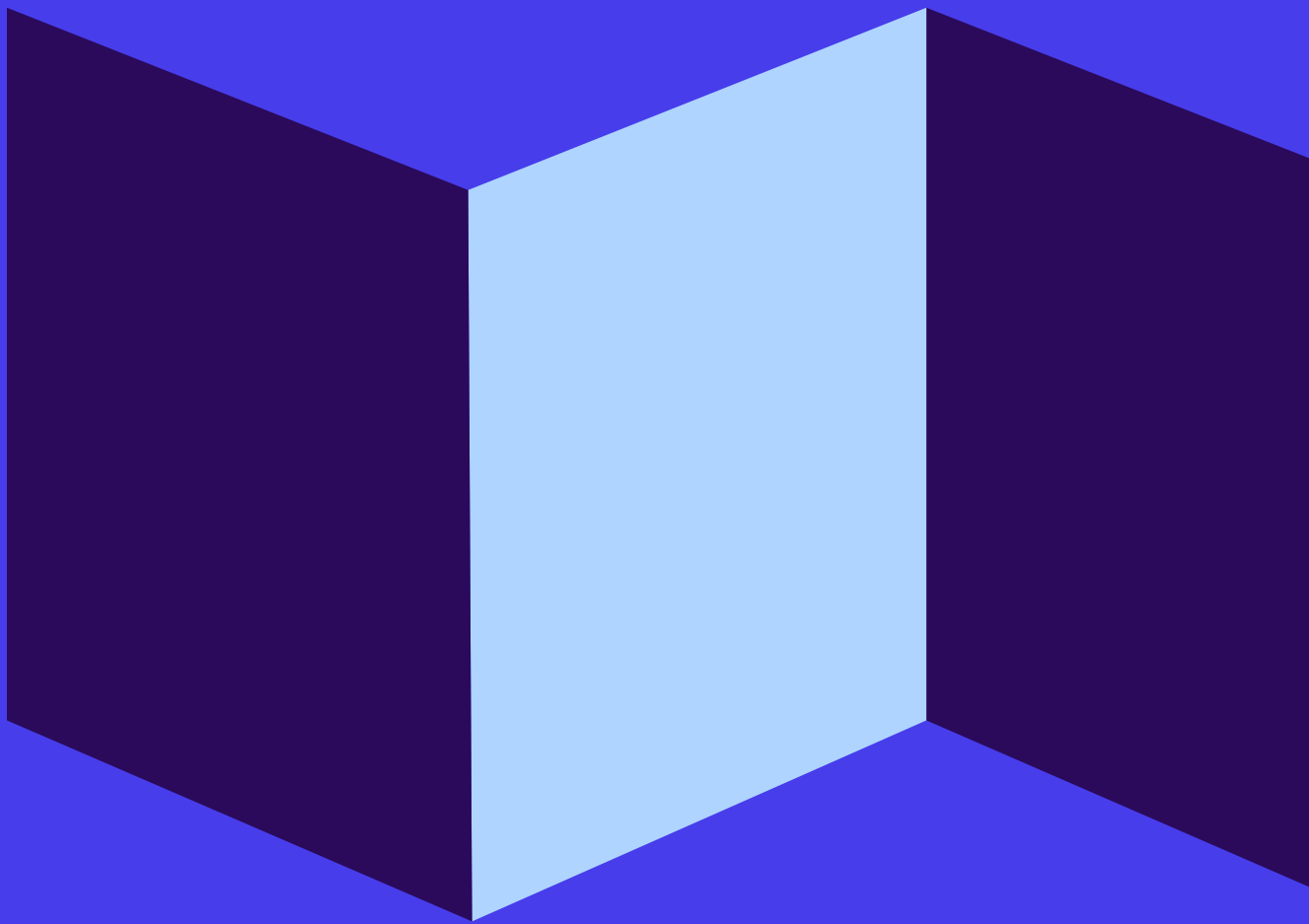
Internal

The way you support your existing team to build your employer brand from the inside-out.

Review

Evaluating and assessing the success of your employer branding, and adapting according to these findings.

Foundations





Company buy-in

1. Engage stakeholders across the business about your employer branding ambitions

Before anything is produced or set in motion relating to your employer brand, it is important to set aside time with key stakeholders in the company about your vision for it. This is to ensure that everyone is pulling in the same direction and that there is synergy between your employer branding and your consumer-focused branding.

2. Secure buy-in from your CEO and senior management

Your plans for your employer brand are unlikely to evolve into actions without the sign-off of the executive layer of your organisation. Hold meetings with them supported by your stakeholders and, if necessary, produce a business case to demonstrate your proposal.

3. Establish the roles your stakeholders will take in this process

Early on determine who in your organisation will be responsible for the various responsibilities of developing and activating your employer brand.

4. Identify and build your employer branding team

As well as selecting which stakeholders are focused on each area, consider who will be on the team(s) that takes ownership of your employer branding. You could have people already on your team that can assume this role, or you may look to bring in specific talent to assume this.

5. Agree on the objectives and scope for your employer branding work

As part of these initial discussions, it's useful to come to a general consensus over what the vision and top-line goals for your employer brand are. You may have a firm focus on recruiting new talent, improving the culture and productivity of your existing team, or a blend of both. By establishing this scope, you'll have these firmly in mind when it comes to creating a strategy.



Employer brand audit

6. Check employee review sites and beyond to assess your current brand perception

To give you a foundation from which to start forging your employer brand strategy, examine what people are saying about your organisation online through review sites like Glassdoor, social media and other online forums. What aspects do they like about you? What areas need working on?

7. Speak to your existing workforce to gauge their thoughts on your company

Give your existing workforce an open, non-judgmental platform to share their thoughts on your company. These are the people who are actively involved in your brand and practices day-in and day-out, so take their opinion seriously, whether you gather it through one-on-one meetings or as an anonymous survey.

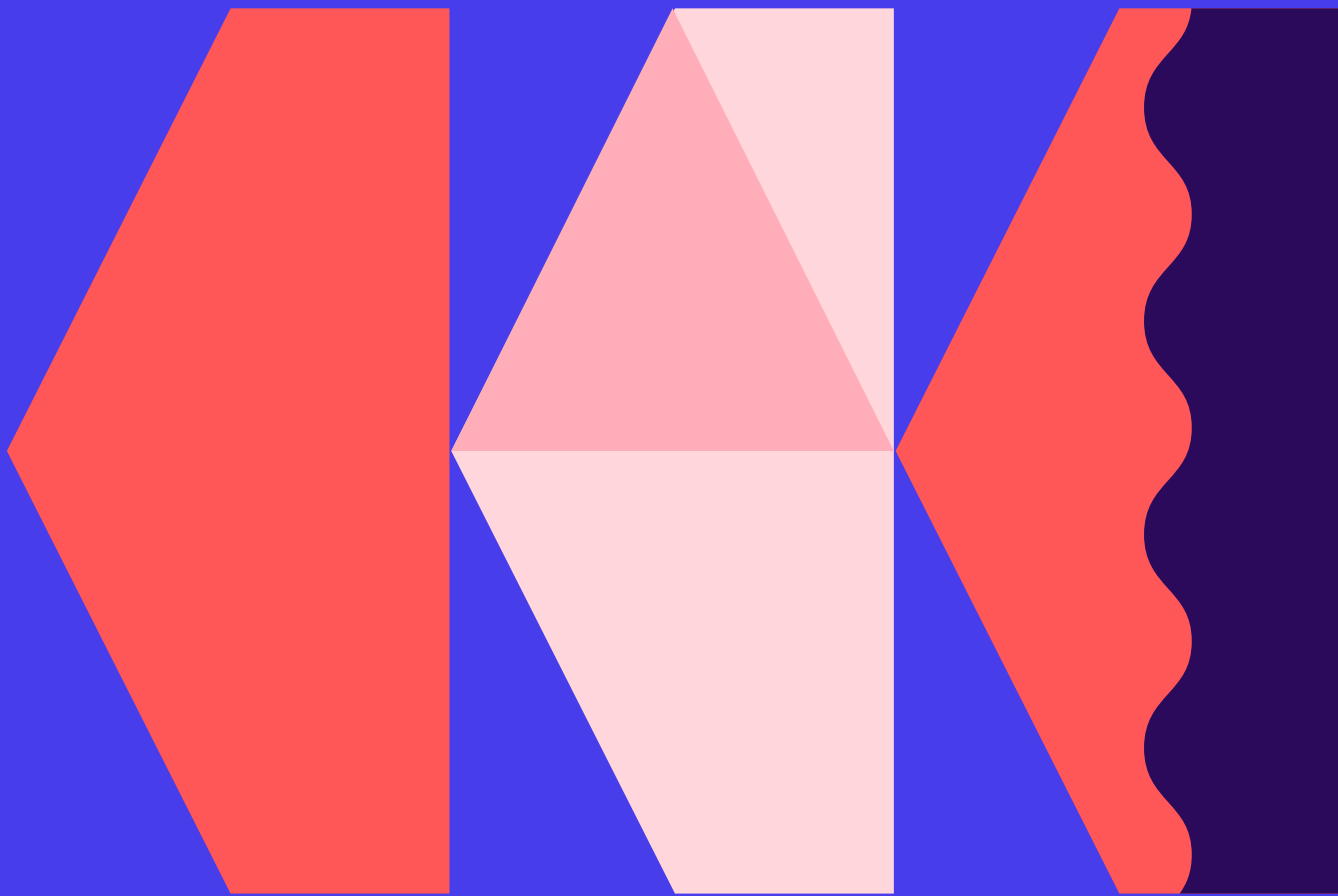
8. Earmark gaps in your employer branding technology

Within this auditing stage, examine whether or not your current software or solutions enable your employer brand to flourish. You may be too reliant on manual processes to work as efficiently as you could. Alternatively, too many programmes could be leading to an overly complicated work process, again hurting your ability to be productive.

9. See what your competitors are doing to promote their employer brand

While you look internally for the current impact of your employer brand, expand your horizons to see how your competitors are performing. Do they have a stronger reputation? A cleaner, more consistent brand image? What do they highlight that really resonates with candidates and employees? You can use this knowledge to boost your own brand's effectiveness.

Strategy





Conducting research

10. Build up your ideal employee persona

Take time to highlight the key characteristics and skills that the ideal employee in your organisation should possess. While any hire is unlikely to fit all criteria, you'll make their transition into being part of your team more seamless and mutually beneficial. Once you have this built, find out as much you can about this "person".

11. Conduct further research into all areas of your employer brand

On top of the audit completed as part of your Foundation checklist, additional thorough research (focus groups, surveys, workshops) should be done into nailing down your employer brand vision, cultures, competitors, strengths, weaknesses, opportunities, practices and more to gain the most cohesive picture of the future of your brand.

12. Determine the most fitting channels for your employer brand content

Based on the research done into your employee persona, select the most appropriate channels to broadcast your content. This could include social media platforms, a careers website, vacancy-listing websites, paid media adverts, and more to promote your employer brand.

13. Pinpoint learning and development opportunities

To support the growth and wellbeing of your existing team, research into training resources that can encourage their career's progress. This will vary for different positions within your team, but finding programs to help them develop will build stronger bonds between them and your brand, as well as improve your company's capabilities.

14. Research into any growing trends in employer branding/recruitment

Finally examine if there are any trends or themes that are currently proving effective (or ineffective) in maximising an employer brand's potential. Knowing more on areas like employee authorship and VR can ensure your branding remains on the cutting edge.



Developing your Employer Value Proposition (EVP)

15. Refine your employer brand mission, vision and values

The nature of your EVP will depend significantly on you having a clear grasp on your company's mission and the values that underpin this. Discuss these and put them in writing as your "guiding principles" for the promises that you make to your existing and prospective employees.

16. Establish your employer brand guidelines and USPs

Alongside your brand vision and values, construct employer brand guidelines that will underline the content that goes out on your various channels with the aim of recruiting and retaining. This is in a bid to ensure everyone involved fulfils these with total accuracy and consistency. Do the same with your USPs – the key differentiators that set your brand apart from competitors.

17. Determine what features your EVP must include

What would your ideal candidate value above all else? What would get them excited about working for you? What do you expect from them in return as your employee? All of these questions and more should form the features that will make your EVP attractive to any prospective employee, so make sure you brainstorm these thoroughly.



Setting the scene

20. Brief your communication teams and third parties

With your strategy in place, ensure your various creative, communications, media and recruitment partners are aware of it and have had their input recognised. This will ensure consistency across all your channels, without any risk of this being compromised by people working outside of your organisation.

21. Address any issues identified in your audit and continued research

If the audit you conducted in your Foundation stage identified any immediate problems, then set aside the time and resources to address these before building on top of this foundation. If the base for your future employer branding is not secure, it can lead to further issues down the road, so address these before progressing onto the Delivery phase.

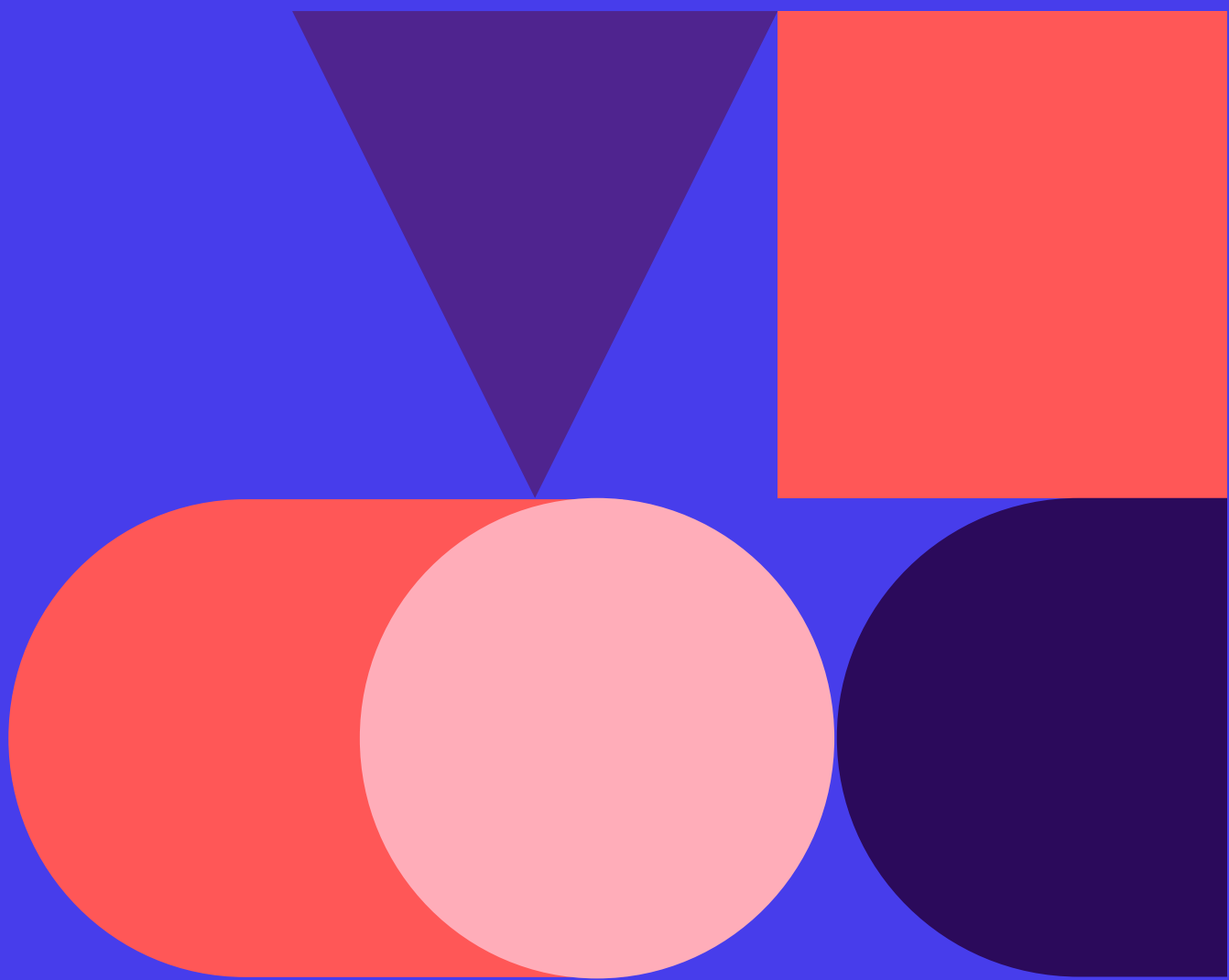
22. Put content calendars in place for your campaigns

Organisation is critical to the success of any marketing campaign, and employer branding is no different. Set up calendars for your various projects and campaigns to ensure all work is produced when it's needed, and content reaches your audience at a consistent pace.

23. Cement your benchmarks and KPIs for your employer brand

The final stage of strategy is arguably the most important – setting the KPIs that will determine whether your employer brand strategy is proving effective or not. This can be assessed by any number of metrics, from time- and cost-per-hire, to an improved brand perception online.

Delivery





Design and creation

24. Create the look and feel of your future employer branding

Whether it is completed in-house or by an external agency, your design teams should take the results of your Strategy phase to develop a “look and feel” that aligns with your corporate brand and engages your audience. This should be flexible enough to be adapted for multiple channels and languages, and present your company as an aspirational destination for candidates.

25. Produce content off the back of the established look and feel above

When the overarching branding is nailed down by your creative team, use this base to produce content to be employed across all the channels you have established. Tools like BAM by Papirfly™ can accelerate this process significantly and make you an even more frequent presence for your audience on all platforms.

26. Invest in video marketing

Video is more valuable than ever as a device to spread awareness of your employer brand and capture the engagement of today’s audience. So ensure that you have the capacity to create and edit videos as part of your overall marketing efforts, as this can lead to a much greater return on your campaigns in the long-run.

27. Adapt “base” content for local audiences and different cultures

As noted earlier, it is important your employer brand look is flexible to meet the needs of your various audiences and markets. This means teams will have the resources they require to hone in on the requirements of all prospective employees, making them more bespoke and effective, rather than simply rely on a single template that can’t possibly cover all bases.



Maximising consistency and efficiency

28. Introduce controls and safeguards for brand consistency

Brand consistency is crucial to the strength of your employer brand's reputation. Software like Papirfly's brand management platform includes measures to ensure that anyone using it can safely create content knowing that it never compromises the brand – everything is delivered as intended, complying with the guidelines established in your Strategy.

29. Enable staff to produce content independently without risk of mistakes

As part of this, and your bid to empower your employees to play a more active role in your branding, introduce technology and systems that allow your team to create their own marketing materials. This will make your employer brand much more productive and efficient, creating savings you can apply to other areas.

30. Make brand guidelines accessible and known across your organisation

After producing the brand guidelines in your Strategy phase, it is vital that these can be accessed and understood by everyone in your team. This is another mark to prevent the consistency of your branding from coming into disrepute, so all your work bears the values that you painstakingly determined earlier.



Managing campaigns

31. Give yourself a birds-eye view of all campaigns and content

Having a top-down perspective is crucial in confirming that every strand of your employer brand campaigns is perfectly applied, and delivered when intended. Having one or more systems in place to give you this all-encompassing view will help prevent anything incorrect being published, or that it is quickly spotted and amended.

32. Enforce boundaries and restrictions to remove the risk of inconsistencies

As well as technology that locks down on brand consistency, introducing approval workflows and similar solutions will allow you to manage who can produce content, what resources they have access to in creating that content, and who has the final say before any work gets the green light to be published to your channels.

33. Focus on building a collaborative working environment

By introducing tools and processes focused on collaboration, you help ensure there is stronger communication between all individuals involved in your employer brand. This means work is delivered in a timely fashion, brand values are widely understood and the right messages are always projected.

Recruitment





Cleaning up resources

34. Update your brand's online appearance

When your employer brand campaigns are capturing people's interest, you want to ensure your various company pages and channels do not cause a break by presenting a completely different message, or contain outdated information. Take the time needed to ensure these pages are on-brand and up-to-date to maintain candidates' positive impression of your organisation.

35. Address negative reviews or perceptions

Rather than turn a blind eye to poor reviews or feedback on sites such as Glassdoor, make an effort to address these professionally where possible. Doing nothing can be seen as an admission of their negative experiences, damaging your reputation. By acknowledging these and providing explanations, candidates may be more understanding of your position.

36. Assess candidate priorities in-the-moment

Particularly following the COVID-19 outbreak, it is more important than ever that your recruitment campaigns are "to-the-minute", meeting the often-changing priorities of candidates globally. While this shouldn't compromise your brand identity in any way, it may mean an aspect of this is more sought-after currently than another, so you should place priority on that element for the foreseeable future.



Adapting materials

37. Ensure materials reflect the different generations in the workplace

Building a multi-generation workforce can be a powerful advantage for companies across the globe. But as different motivations, goals and expectations drive each generation, it's important your recruitment materials account reflect these to demonstrate that you can provide a welcome working environment for all ages.

38. Produce content that makes it straightforward for candidates to deselect themselves

While it's great to get an influx of applications, if none of the candidates are a good fit, you might as well have no applications. So, make sure your recruitment materials include key information that your audience can use to deselect themselves early, reducing the number of inappropriate applications you receive.

39. Make CTAs on your recruitment materials clear and accessible

Presenting too many hurdles for candidates to apply for a role can be an instant turn-off. With that in mind, make sure that your campaigns contain clear instructions on the multiple ways prospective employees can make their application.



Candidate experience

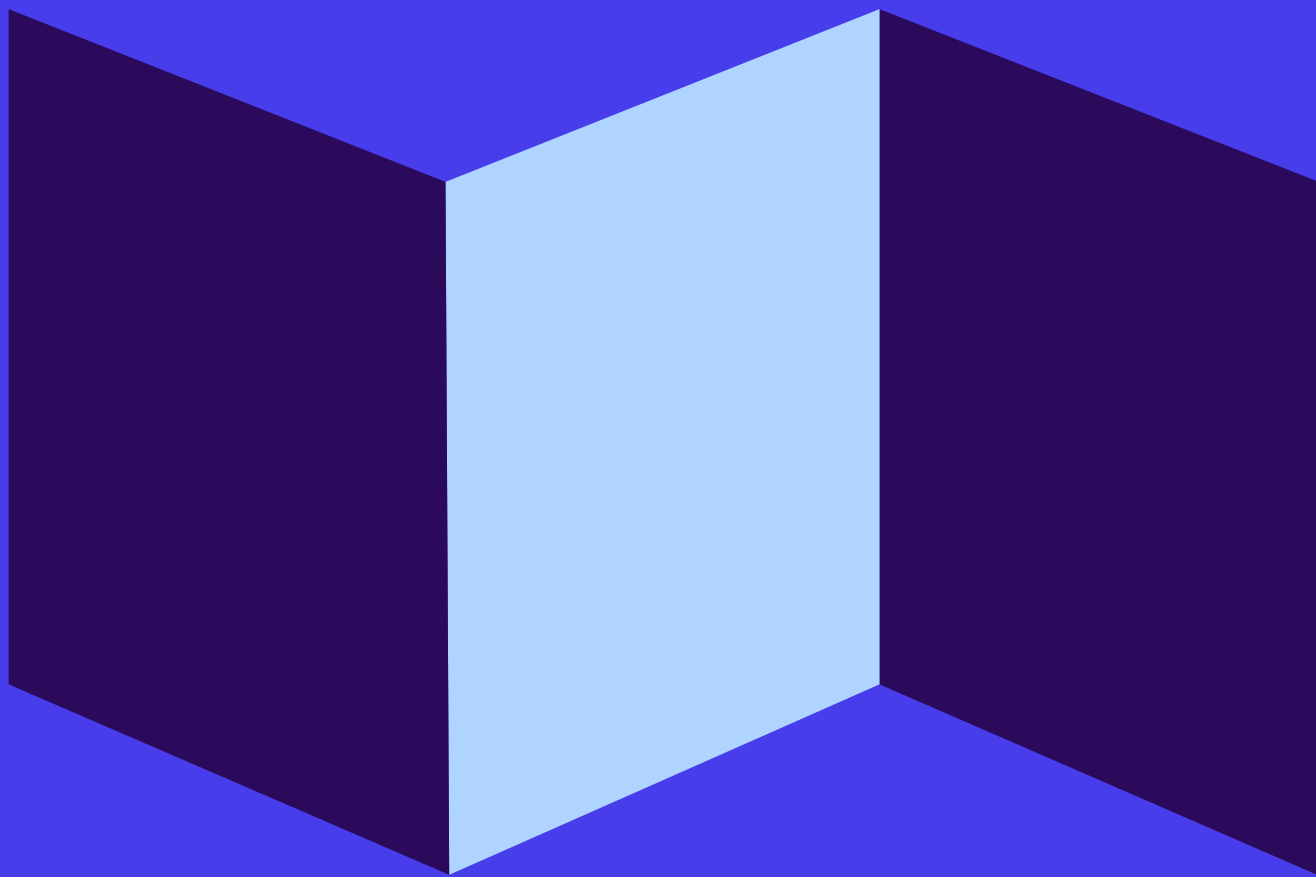
40. Review your interview process and whether it needs updating

Whether this is facilitating video interviews, revising the questions you ask candidates or simply updating the environment where interviews are conducted, examine your current process to see if there's anything you can do to make people feel at ease in this stressful situation. This can help you see the "real" them, and make their first interaction with you as rewarding as possible.

41. Check that your onboarding practices are effective

Once a recruit is brought into the fold, what steps do you take to ease their transition? From welcome packs and helpful guides to company-wide introductions, consider the ways you can make your onboarding process enjoyable for each new recruit. This will make them feel part of the team straight away, enabling them to be productive earlier than they otherwise would be.

Internal





Employee empowerment

42. Get regular employee feedback about your employer brand materials and direction

Your workforce is typically your most important resource in a number of ways. When it comes to your employer brand, they are a valuable sounding board to determine whether your internal campaigns are proving effective or not. Survey them for consistent feedback which you can use to refine your approach over time.

43. Provide employees opportunities to upskill

An empowered employee is infinitely more likely to play an active role in promoting your brand than one who feels disengaged. To support this push towards empowerment, present your team with training resources and events that can push them to the next level in their chosen career path. This devotion to their progress will make them think more highly of you as an employer.



Brand advocacy

44. Enable your team to share company-related content on social media

Provide any assistance you can to enrich your employees' social media timelines with great insights and stories from your workplace. Supply them with software to create high-quality content for their personal platforms, as these posts can play a huge role in boosting company morale and making your company an attractive destination for potential candidates.

45. Establish brand ambassadors within your team

The most powerful voices in practically any employer branding exercise come from your existing workforce. Introduce incentives for them to share their positive experiences as part of your team and become active brand advocates, as these pieces will often resonate stronger to potential candidates than pieces produced from company platforms.

46. Produce employee-focused content more regularly

In a similar vein, prioritise content that features your employees on your channels where possible. Hearing their experiences and expertise in-person, be it through videos, photos or written testimonials, will illustrate to candidates the benefits of working for your organisation.



Company culture

47. Introduce perks and initiatives to build company culture

Both as part of your EVP and through the course of your company's development, you should look to incorporate perks, clubs, events and other benefits that uplift its culture. A strong, positive and active culture is a powerful factor in people's decision to join an organisation and stay with it for the long-haul.

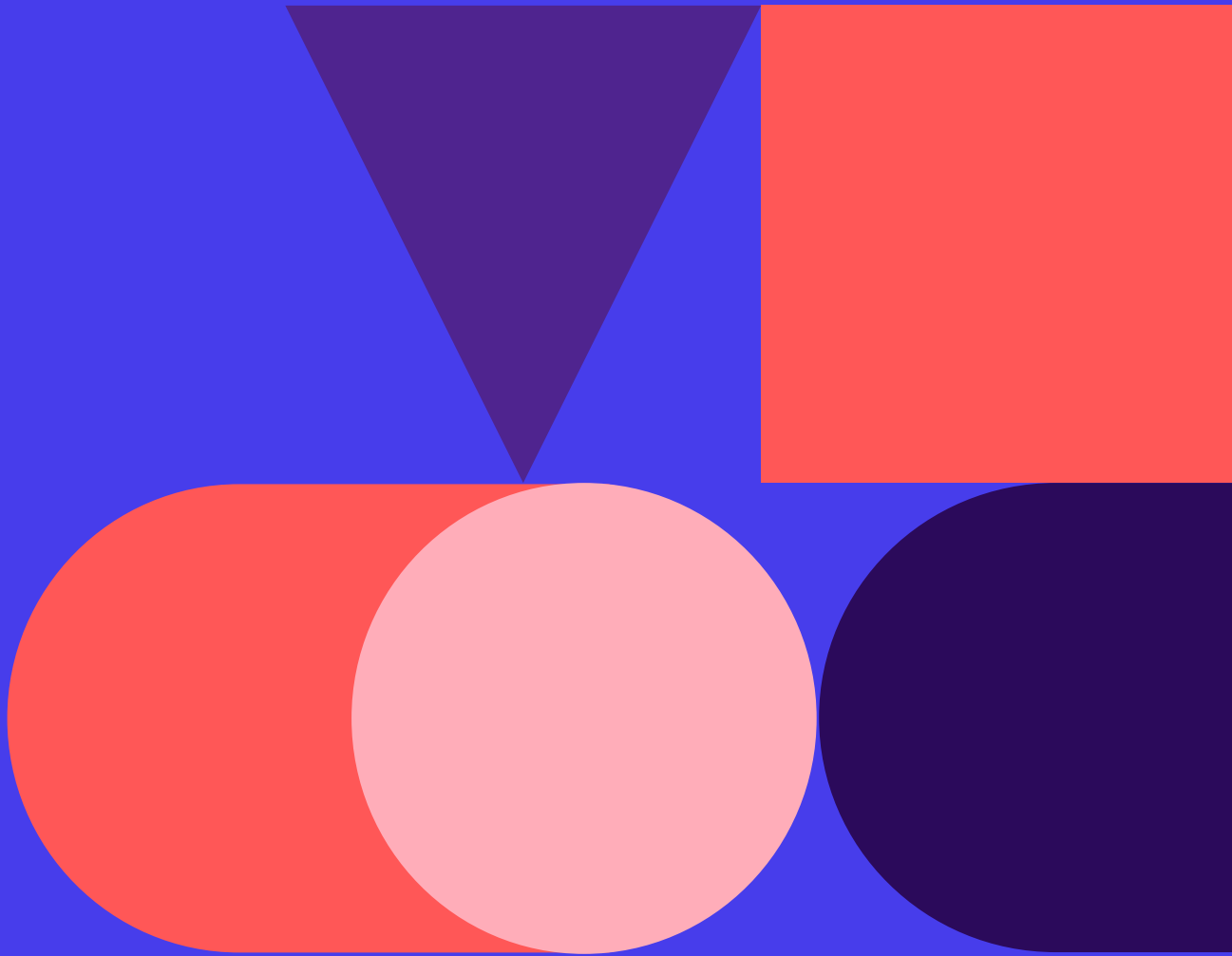
48. Showcase company history and development more prominently

Making your brand's journey a more pivotal feature of your internal content will help employees understand why you hold your company values in such high regard, and consequently allow them to appreciate these in a way they may not have done previously.

49. Place company values at the heart of all internal communications

Whether this is across a company-wide newsletter, posters in your offices or the day-to-day batch of emails, use these communications as an opportunity to highlight your values. This reinforces them in the mind of your team, helping to create a unified mindset when it comes to what your employer brand stands for.

Review





Assess results

50. Check the results of your employer branding efforts against preselected metrics

No matter which metrics you chose to measure your employer brand's success against, make sure you frequently check how these are performing. This is your indicator whether your Strategy is proving effective or needs realignment, or can pinpoint if particular channels are attracting more engagement than others.

51. Engage in periodic reviews of your content and values

As well as continuously checking the performance of your employer brand through metrics, it is also beneficial to review the style and layout of your content to ensure it remains in-line with your brand values, particularly if these change or evolve over time.

52. Consistently evolve your strategy in accordance with these findings

Depending on the results of your assessments, continue to make the necessary tweaks, additions and reductions to your employer branding to consistently pursue the best possible performance.

53. Assign where savings on your employer brand production are best placed

By following the preceding points and making your overall employer branding process more efficient and cost-effective, you should then determine where else you can seek to give your brand a competitive advantage with the available budget and expertise.

We hope that by applying this checklist to your employer branding, you will be in a position to maximise its potential and produce incredible results, while at the same time having as little strain as possible on your budgets or the way you work.

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands







 **1M+**
regular
Papirfly users

 **600+**
brands using
Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

-  **Point**
Educate & Control
Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.
-  **Place**
Manage & Share
Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.
-  **Produce**
Create & Activate
Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.
-  **Plan**
Plan & Collaborate
Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.
-  **Prove**
Measure & Optimise
Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.
-  **Plus**
Integrations
Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



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- Hear success stories from empowered customers

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