Employer Branding

WORKSHOP ON

The future of work and working for the future addressing the challenge of recruiting, developing and retaining NSO talent in the post-COVID employment market

11-13 October 2022, Brussels, Belgium

The employer branding

– based on good practices from OECD, CSO Ireland, Statistics Poland

and UNECE modernisation group on

Market Research, Digital Marketing & Communication Strategies

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OECD

organised webinar spring 2022

for public administration

(information received from the Chancellery of the Prime Minister, the Civil Service Department in Poland).

Few countries presented their case studies in the area of the employer branding.

France

The collective work has led to a 'State employer brand strategy' towards three targets in order of priority:

1. Future candidates for the civil service (contract, competitive examination, young people or retraining);

2. The general public for campaigns that may not be focused solely on recruitment;

3. Staff members with a mobility project.

Sweden

1. We need the purpose and goal with a common brand.

2. The employer brand for the central Government sector as a whole will be strengthened.

3. The target groups' awareness of the central Government sector as an attractive employer will grow.

4. A strong employer brand might contribute to a strong self-esteem and pride among the Government employees.

5. Contact and collaboration between Government agencies will increase.

Switzerland

Problem: Shortage of skilled workers in 2021: almost at pre-pandemic level.

Conclusion: We are looking for the same people as our competitors!

What does this mean for us as an employer?

We need a strong employer brand:

Identification → Emotions

Differentiation → Mind

What if we looked at the employer brand as if it was a consumer brand?

Employer Branding in the Public Service

Labour Market Factors to Consider:

1. Governments are part of the broader labour market.

2. Norms and expectations around careers are shifting.

3. It is essential to reach a diverse talent pool.

Statistics Poland – initial actions – the employer's point of view

What is employer branding ?

Actions undertaken by the employer to create image of a good employer. The main goal of these actions is to increase interest of potential candidates in working in the NSO as well as increase the level of employee retention and employee satisfaction. In times of budget constraints and difficult or even impossible competition with other ministries or private sector, it is necessary to think about creating the employer branding in a broader context, and not just about the financial reward that is available

We can indicate:

1. **External employer branding**
    (focused on our future employees), including:

    √ External HRM,

    √ External communication,

    √ External CSR actions

2. *Internal employer branding*

(focused on our current employees), including:

- √ recruitment,
- √ Internal communication,
- √ Internal CSR actions

What we plan to do:

- Focus on values during the recruitment process

- Develop of HR staff competencies

- Digitalise recruitment, process

- Job offers will be complemented by additional information about non-financial benefits offered to our employees,

- Create a good atmosphere/mood during the interviews,

- Increase the level of our professionalism and empathy,

- List advantages of working in our office,

- Encourage candidates to follow our job offers,

- Update and better promote guidelines for newly recruited employees,

- Build career paths based on both retained employee, and exit interviews

-Create a network of ambassadors for a campaign "Work in Statistics Poland" and involve our CSR coordinators in this process,

- Stronger cooperation with academia,

- Recreate bookmark on our website called Career in Statistics Poland,

- Intensify actions toward office promotion as a good employer using open days, workshops, lectures, social media, depending on target groups (students, young and old candidates by age and by seniority),

- Measure the level of interest in our job offers – in the past and after introducing new actions,

- Recruit people for given task or project – even for a shorter time (new blood in organisation).

CSO Ireland and UNECE modernisation group on Market Research, Digital Marketing & Communication Strategies – communication point of view

Prospective Employees as Brand Consumers

Brand Awareness

- Nike, Coke, Apple - brands that transcend their outputs; associated with success and 'cool factor'

- Scale and ambition for NSO' is different but the principle is the same

- NSO Brand position? Possible Keywords; *Public good, Important to society, Government, Independent, Trustworthy, Ethical*

- Creating awareness requires ongoing messaging and campaigns to reflect this brand position

- Communications, campaigns and outputs should all reflect the view we wish to present to the world

- Building the positive brand association may encourage prospective employees to seek you out or at least pay attention when you seek them out

What's in it for me?

The pay-off or advantage for the future employee

What will I do?

- *Meaningful Challenging Work*

- *Ownership and Responsibility*

- *Potential to make a difference*

How will you take care of me?

- *Opportunities to develop*

- *Further education*

- *Flexible Working Hours*

- *Pension schemes*

- *Well-being programmes*

Recruitment campaigns, graduate fairs etc. must clearly identify and promote these selling points

Employees and job applicants can be a great source of selling points (survey, exit interviews)

Deliver on the promise

Closing the circle

- Ensure the employees experience reflects what you promised

- A happy and fulfilled employee is a great brand ambassador

- Conversely an employee who feels that their expectations are not met can cause a lot of damage to an employer brand

Follow through

- Be honest and don't over promise on recruitment campaigns

- Strong induction programme

- Strong mentoring programme

- Strong internal visibility of links between outputs brand identity and values

Thank you for your attention!