Employer Branding

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The role of Branding & Communications in developing an Employer Brand

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Why have Employer Branding?

- Competitive Labour Market (particularly for Statisticians and IT professionals)

- Raising Awareness of roles and outputs

- Positioning the NSO as an attractive place to work

- Attracting top talent

- If people don't know who you are and what you do they don't know if they want to work for you

Levels of brand awareness and positioning

- General awareness of the role and importance of Official Statistics (Why we matter)

- How the organisation operates (Values, mission, personality)

- Products, outputs and roles (What the people who work for us do)

- What kind of organisation we are (How we take care of our employees)

How to create an complex employer branding strategy and how to target it through different dimensions:

1. Labour market – how to attract future candidates to work in NSOs shown as an attractive (sexy) employer;

2. Communication market - stake holders; respondents, data users – the role of NSOs as a data steward should be strengthened;

3. Consumer market – brand recognition;

adjusted to norms and expectations around careers which are shifting and enabling 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

What have we planned 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).

What we have done so far:

- Update of HR unit intranet – it's more visible and transparent,
- Promotion of internal recruitment – under preparation automatic mailing to employees,,
- Launch of cooperation with Career Office of universities where we publish our job advertisement,
- participation in the Career Days of Public Sector,
- exit interviews and survey testing the implementation level of employees
- Preparation of online recruitment form,
- Exchanging our experiences on different traineeships, including EMOS,
- Update of guidelines for new recruited employees within onboarding activities,
- current information for employees about important changes in the area of the labour law.

CSO Ireland Approach

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)

Areas for Development - CSO Ireland

- Consistent tone and values

- Key messages

- Dissemination channels and platforms

- User experience

- Delivering on promise

Tone and Values
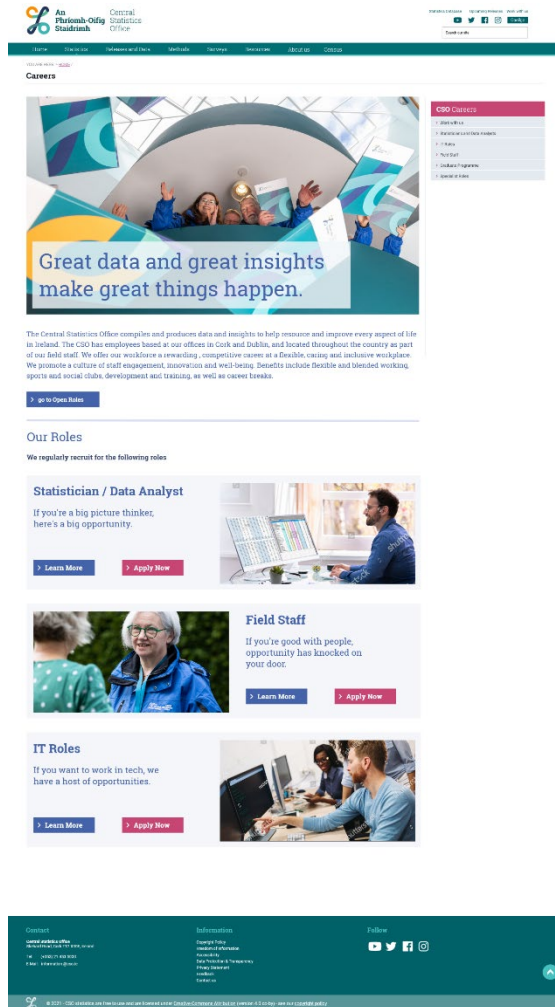
- Mission Statement

- Visually interesting

- Engaging

- Real staff

- Summary information

Key messages hierarchy

- Who we are

- Our community

- What your role involves

- Opportunities for development

Dissemination

- Social Media Channels

- Graduate Fairs

- Education Outreach (Secondary Education)

- Website

- Trade Fairs

- Conferences

User experience

- Clarity about roles and responsibilities

- Simple application process

- Transparent competitive process and feedback

- Structured onboarding and induction

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

Discussion Points

- Extent to which this type of strategy is used across NSO's?

- How many organisations have a specific strategy for marketing themselves as Employers?

- What approaches have they taken?

- Is this led by HR or Communications?

- Has the strategy been developed internally or using external consultants or advice?

- If there is no strategy are there plans to develop one?

Thank you for your attention!