
Employer Branding

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First: Analyze Competition

Analyze how your major competitors have positioned their employer brands.

Customize Messages

Customize your HR marketing messages to your target groups and align creative artwork with those messages.

Address Directly

Address people directly in HR marketing messages (for example, not “It is great to work at ABC,” but “Come to ABC because we have great jobs for you”).

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Allow Local Differences

(For multi-national companies) Allow country-specific differences to employer brands—unless you have a highly internationalized team of people who frequently rotate among countries, in this case, having only one global employer brand makes sense.

Make a Project Plan

Developing an employer brand—if done right—is a major effort. It demands a large time commitment from HR and also from interviewees, participants in focus groups. Resources must be planned and committed in advance.

Don't Make it an "HR Thing"

Do not start on an employer branding project if you feel that management is not committed to the employer branding effort. If the employer brand is seen by management as "just an HR thing" or a "hobby of the HR leader", it will not have any real-life effects. An honest commitment by management is the prerequisite for any successful employer branding.

Dos and Don'ts in Human Resources Management

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