

FACT SHEET

PeopleScout Talent Advisory: Employer Brand



Bringing the Wow Factor to Your Workforce

A well-established employer brand positions you as an employer of choice for the talent that you want to hire. With a better reputation, you spend less on attraction, recruit higher quality candidates and get top talent proactively approaching you instead of the other way around.

PeopleScout's Talent Advisory practice can take your employer brand where it's never been. We're known for dreaming up industry firsts, stretching strategies and trying provocative new tactics.

With one of the largest in-house talent consulting teams in the recruitment space, PeopleScout's full array of creative and digital services for employer branding have positioned hundreds of clients around the world as employers of choice. Services include employer value proposition (EVP) development, employer brand development and toolkits, career site and social media strategy, candidate experience evaluation and more.

Benefits of Improving Your Employer Brand

Lower cost per hire

The more attractive you are as an employer the less it will cost you to attract top talent.

Faster recruitment

An employer brand that attracts the right candidates while deterring unsuitable candidates reduces time spent filtering and rejecting applications.

Lower salary premiums

Using employer brand, we can speak to the key motivations in employment decisions beyond pay like social connection, recognition, achievement and impact/purpose.

Improved employee retention

Candidates who join your organization because they are in tune with your ambitions, understand their role and are motivated by the opportunities you have to offer will experience greater job satisfaction.

Increased employee advocacy

Employees who are engaged in their work and excited about their future at your organization will endorse you as an employer and become advocates for your brand.




PeopleScout Employer Brand Services

Here are some of the employer branding packages we offer. Not sure which one is right for you? Want to discuss a more customized approach?

LET'S CONNECT

Candidate Experience Diagnostic

Our Candidate Experience Diagnostic looks at your recruitment experience through the lens of a candidate up until the point of submitting an initial application. We score your candidate experience by looking for evidence of 40 key experience indicators across six stages: search, awareness, consideration, interest, application and follow up. You get a customized report pinpointing areas for improvement.

	EMPLOYER BRAND LIGHT	EMPLOYER BRAND CORE	EMPLOYER BRAND PREMIUM
Competitor Brand Audit Analysis of your employer brand and the brands of three competitors including: EVP positioning, channel and content review, and a candidate experience diagnostic.			
Insight Gathering Senior stakeholder interviews, focus groups and consolidation of findings into an EVP and key brand pillars	<ul style="list-style-type: none"> » 3 senior stakeholder interviews » 3 internal focus groups 	<ul style="list-style-type: none"> » 4 senior stakeholder interviews » 4 internal focus groups 	<ul style="list-style-type: none"> » 4 senior stakeholder interviews » 4 internal focus groups » 2 external focus groups
Creative Development Development of creative concepts using the insights gathered, plus focus groups to test each concept. Development of chosen concept using testing feedback.	<ul style="list-style-type: none"> » 2 creative concepts 	<ul style="list-style-type: none"> » 3 creative concepts » 2 internal focus groups for testing 	<ul style="list-style-type: none"> » 3 creative concepts » 2 internal focus groups for testing » 2 external focus groups for testing
Toolkit Creation of a toolkit to show how your chosen employer brand concept can be used online and offline, including social posts, digital banners, HTML emails and print assets.	<ul style="list-style-type: none"> » 2 creative concepts 	<ul style="list-style-type: none"> » 3 creative concepts » 2 internal focus groups for testing 	<ul style="list-style-type: none"> » 3 creative concepts » 2 internal focus groups for testing » 2 external focus groups for testing