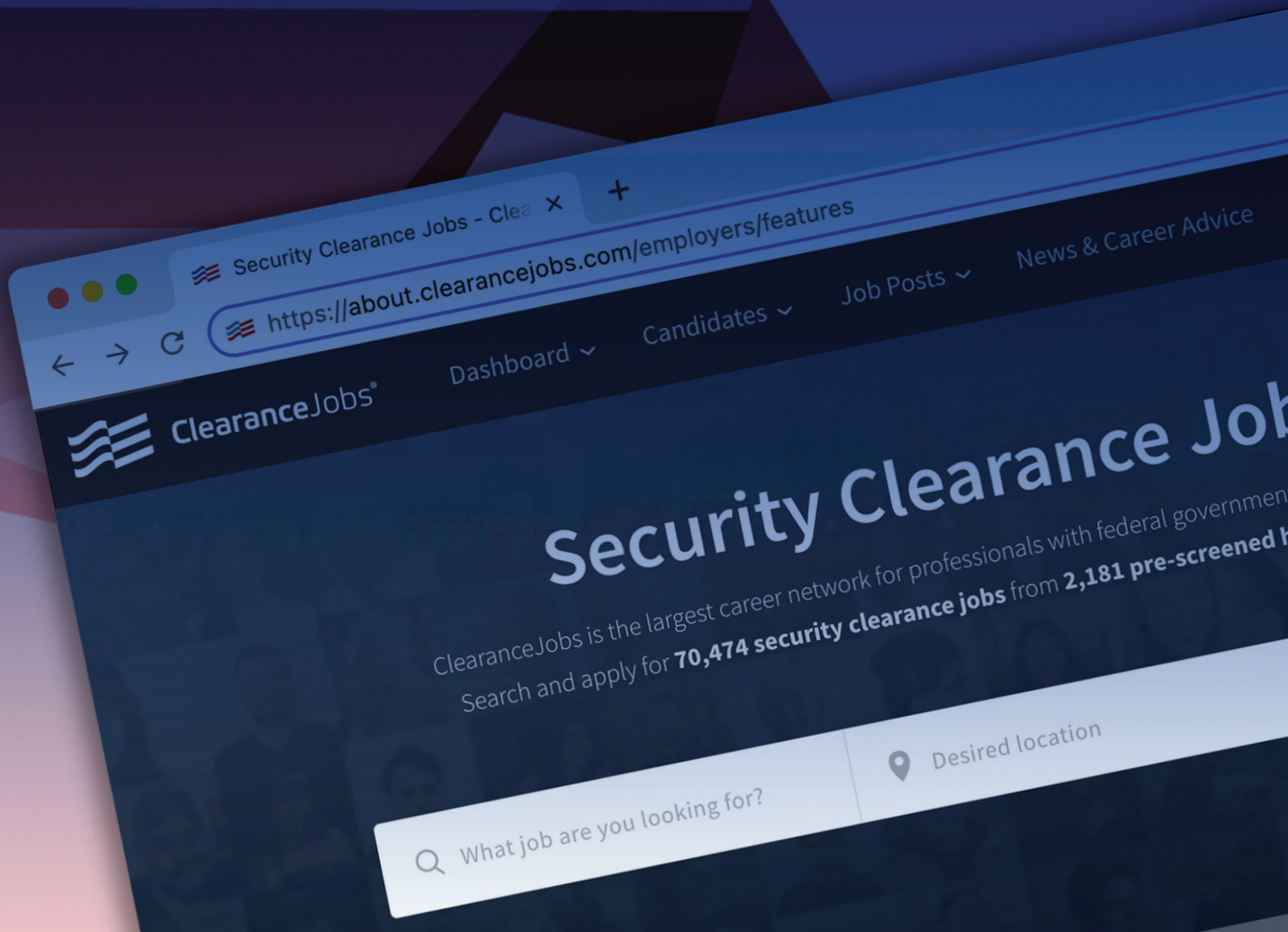


# EMPLOYER BRANDING

EFFECTIVE EMPLOYER BRANDING THAT  
GAINS CLEARED CANDIDATES' TRUST





In today's candidate market, employers can't count on talent to come to them – recruiters have to go to the candidate. One of the best and most efficient ways to do that is through employer branding. Employer branding is marketing that centers around the employment experience. While companies can't fully control their employer brand – it is dependent on other market realities like company performance, leadership, and even the federal contracting lifecycle – every employer can control their employer branding and should take a proactive approach to creating content that tells their employer story.

"Today's candidates are seeking authenticity and transparency," said Jennifer O'Brien, director of global talent attraction, sourcing and experience at Booz Allen. "A strong employer brand and recruitment marketing strategy tells your story and provides a premier candidate experience, from awareness to onboarding."

## **EMPLOYER BRAND AND EMPLOYER BRANDING ARE DIFFERENT TERMS**

### **EMPLOYER BRAND**

- Is a thing, yet intangible; an asset with intrinsic value
- Includes many facets, some not under an employer's control
- Large part is reputational
- Can contain culture, work environment, values, mission, and more
- Requires constant cultivation and management

### **EMPLOYER BRANDING**

- Examples can include advertising, content, events, campaigns, videos, articles, sponsorships, and more
- Goals can include awareness, unaided recall, differentiation, creating a positive perception, to all assist in hiring
- Sometimes free, often paid; and performed by marketing, recruiters, and others in a company

WHILE AN EMPLOYER’S BRAND CAN BE MANAGED, IT CAN’T BE FULLY CONTROLLED

EMPLOYER BRAND

Employer branding is a thing, yet intangible. It’s an asset with intrinsic value. It includes many facets, some of them are out of an employer’s control with a large part of it being reputational. An employer brand can contain culture, work environment, values, mission, and requires constant cultivation and management



Reputation and Rankings



Corporate Leadership



Employee Reviews



Diversity and Inclusion



Work/Life Balance



Speed of Change



Awards and Accolades



Employee Benefits



Company Culture



Growth Opportunities

EMPLOYER BRANDING

Branding is an activity, and fully controlled by the employer. Examples can include advertising, content, events, campaigns, videos, articles, sponsorships, and more. Goals can include awareness, unaided recall, differentiation, creating a positive perception, to all assist in hiring. Sometimes it can be free, but is more often paid; and performed by marketing, recruiters, and others in a company.



Articles



Events



Videos



Podcasts



Webinars



Messaging



Advertising



Whitepapers



Sponsorships



Photos

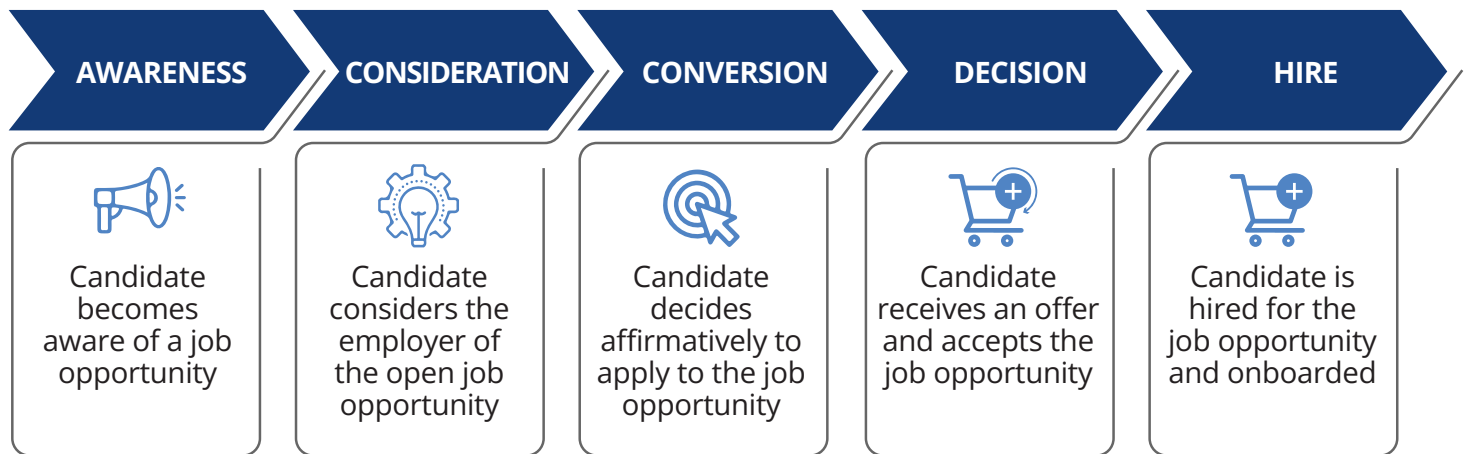
EMPLOYER BRAND IS CRITICAL TO CANDIDATES

Researching a company’s brand is the first thing a candidate does after finding an interesting job posting. 95% of candidates identify a company’s reputation as a key consideration when exploring new career opportunities.



## THE CANDIDATE JOB OPPORTUNITY AWARENESS CYCLE

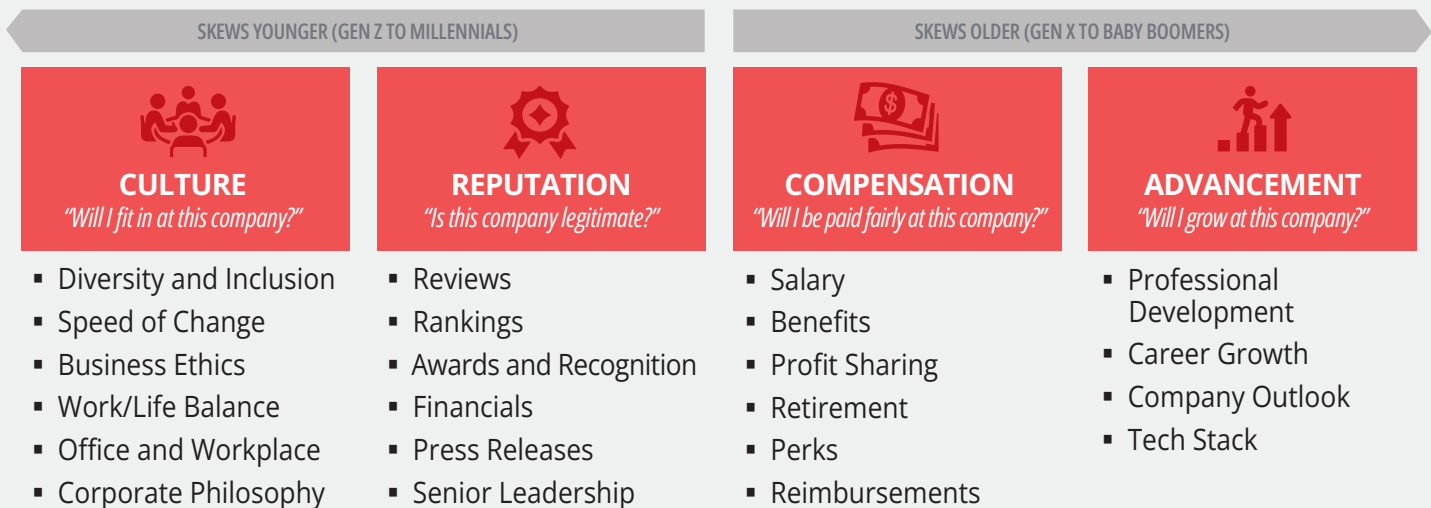
The buying cycle or job opportunity cycle is the process a candidate goes through when accepting a job. Candidates move through a series of opportunity stages in the cycle as they educate themselves and move closer to making a final career decision.



## MOVING CANDIDATES BEYOND CONSIDERATION



**What factors help move a candidate from Consideration to Conversion?**







**72% OF RECRUITING LEADERS AGREED THAT BRAND HAS A SIGNIFICANT IMPACT ON HIRING**

**42%**

of professionals say company culture is one of the most important things they look for in a company

**59%**

of professionals have taken a recruiter call because the company has showcased benefits and perks

**62%**

of professionals would take a recruiter call if the company brand referenced a product or technology of interest

## PROS

**41%**

of professionals state that lack of information about an employer is a turnoff

**45%**

of professionals would not want to work for an organization if they were not interested in their company mission

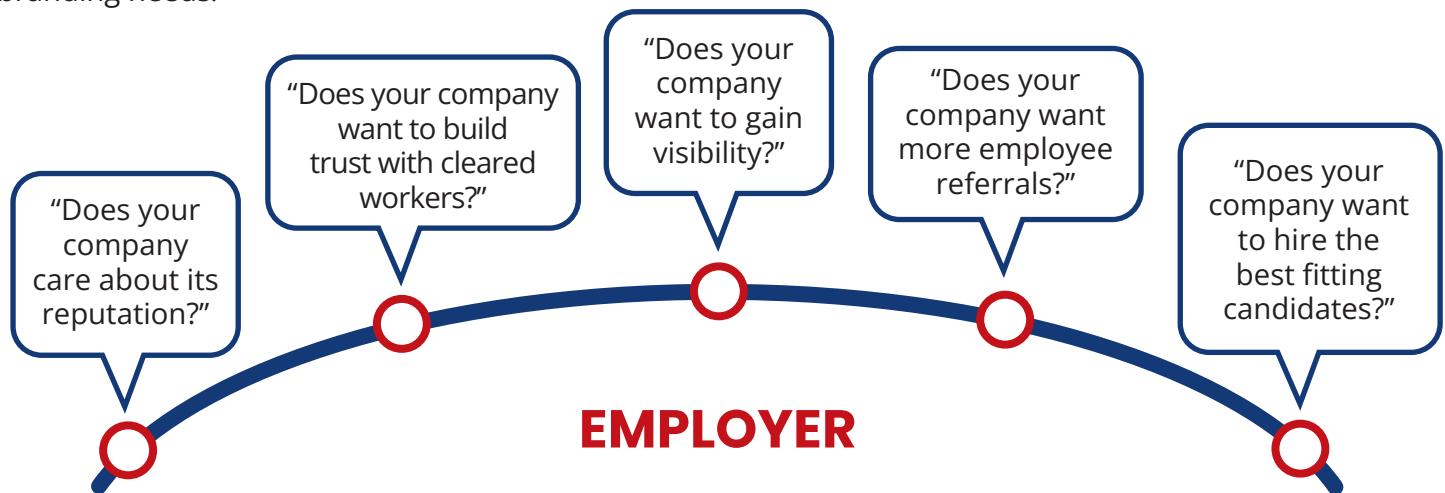
**43%**

of professionals say a poor company reputation would cause them to not apply for a solid job match

## CONS

## WHO NEEDS EMPLOYER BRANDING?

All employers, including large, medium, and small direct hire, and staffing/recruiting firms have employer branding needs.



## HOW TO BUILD AN EMPLOYER BRANDING STRATEGY

Building an employer branding strategy today isn't optional – it's essential in this candidate market. What is the unique value proposition only offered through cleared work, and even more importantly, only offered through your company? Ensure you're conveying it across a variety of channels.

2023 is expected to be an even more difficult year for recruiters. Today's news of layoffs and hiring freezes in the commercial sector doesn't necessarily spell a flood of candidates just itching to pivot into that #SCIFLife. But, employer branding can help recruiters capitalize on all talent -whether entry level, mid-career pivoters, or transitioning military. Your contracts likely need a mix of talent – and your employer branding needs a holistic strategy.

"The candidate market for cleared talent is the most challenging we have ever faced," said Wendy Scheid, senior talent acquisition sourcing leader at Booz Allen. "Hence, it is increasingly more important to understand the motivation of our candidates. Recruiters must infuse an emphasis on the mission the candidate can serve that are only available onsite. The companies that can successfully respond to these factors the fastest will have a decided edge in the market."

## EMPLOYER BRANDING STRATEGY

### STEP ONE

#### DETERMINE GOALS

What parts of your employer brand are you hoping to improve, correct, or highlight?

- Build trust with cleared pros
- Gain visibility against larger entities
- Convey corporate culture and values
- Manage reputation
- Distinguish from competitors
- Attract potential hires
- Retain employees
- Gain referrals from employees

## STEP TWO

### MATCH GOALS TO FACTORS

Based on your employment brand goals, what content would best address candidates?



#### CULTURE

*"Will I fit in at this company?"*



#### REPUTATION

*"Is this company legitimate?"*



#### COMPENSATION

*"Will I be paid fairly at this company?"*



#### ADVANCEMENT

*"Will I grow at this company?"*

## STEP THREE

### DEVELOP CONTENT

What types of branding content would best help to convey your employer brand?



Articles



Events



Videos



Podcasts



Webinars



Messaging



Advertising



Whitepapers



Sponsorships



Photos

*An effective employer strategy will use a combination of these.*

#### LARGE STAFFING OR RECRUITING FIRM

(Less than 50 employees)

##### BRAND GOAL

Build trust with cleared pros

##### BRANDING CONTENT IDEA

Publish series of articles on the benefits of working with a staffing firm

##### BRAND GOAL

Manage reputation

##### BRANDING CONTENT IDEA

Feature recent company awards and accolades in employee email signatures

##### BRAND GOAL

Manage reputation

##### BRANDING CONTENT IDEA

Collect and publish testimonials from recent employees we've worked with

#### SMALL DIRECT HIRE COMPANY

(Less than 100 employees)

##### BRAND GOAL

Gain visibility against larger entities

##### BRANDING CONTENT IDEA

Partner with popular local lunch spot for signage in exchange for catering deal

##### BRAND GOAL

Convey corporate culture and values

##### BRANDING CONTENT IDEA

Video of employees discussing our work/life balance at the company

##### BRAND GOAL

Attract potential hires

##### BRANDING CONTENT IDEA

"My Career Journey" podcast

#### LARGE DIRECT HIRE COMPANY

(300+ employees)

##### BRAND GOAL

Gain referrals from employees

##### BRANDING CONTENT IDEA

Feature our employees in ad campaign and encourage social sharing

##### BRAND GOAL

Distinguish from competitors

##### BRANDING CONTENT IDEA

"How We're Different" email messaging campaign addressing green energy

##### BRAND GOAL

Attract potential hires

##### BRANDING CONTENT IDEA

Promote Spotify playlist of music our engineers listen to on the job

## WHO SHOULD BE INVOLVED IN YOUR EMPLOYER BRANDING STRATEGY?



### Recruiting/Talent Management

The recruitment and talent management teams are the anchor of an employer brand. No one connects with more potential hires and helps tell the story of your company. Make sure your messages are consistent, quality, and authentic. Schedule regular team meetings focused on employer branding solutions, and leverage partners to help you lift and scale.



### Marketing

A successful employer brand requires a close marriage between marketing and human resources. Your company's external social media sites and brand strategy likely fall under the control of your marketing department, but they should absolutely be considered as one aspect of a candidate's hiring journey. Can a candidate discover how to apply for positions with your company through your public facing social media sites? Do media engagements help convey the story of the work you're doing? **They should.**



### Human Resources

If you build it, they might come – but they won't stay if your company culture is toxic. Leverage human resources in supporting your employer brand in their policies and processes.



### Technology

Your career page is just one aspect of your employer brand – but it's an important one. The technology undergirding your application process is absolutely a reflection of your company, how you value employees, and how you view the candidate experience. Make sure everything works, and that your application experience isn't turning off candidates.



### Front line employees

Every employee helps tell your story. Create a talent community specific to critical hires within your company, and give them specific branding tasks. Good employees are already doing this organically – motivated by the mission and your referral programs. But make it as easy as possible by creating shareable, clickable content and making sure your current employees know where to find it.

**"People trust brand names more; we've done several campaigns [with ClearanceJobs] that have helped elevate our visibility causing more candidates to apply,"** said Maria Morrone, talent resource manager at Tyto Athene.



# Employer Branding Helps Hiring

Effective branding can result  
in a 1-2x reduction in time-to-hire.

# 95%

OF CANDIDATES IDENTIFY A COMPANY'S  
REPUTATION AS A KEY CONSIDERATION WHEN  
EXPLORING NEW CAREER OPPORTUNITIES.

# 93%

OF CANDIDATES SPEND AT LEAST 10 MINUTES  
RESEARCHING A PROSPECTIVE EMPLOYER'S  
BRAND

**LEARN MORE ABOUT EMPLOYER BRANDING WITH CLEARANCEJOBS**

Connect with a ClearanceJobs Recruiting Specialist today at 1.866.302.7264  
or visit our website at [www.clearancejobs.com](http://www.clearancejobs.com)

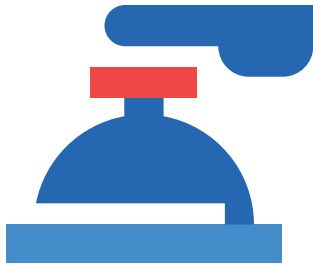


# ClearanceJobs®

A MODERN MARKETPLACE FOR CAREER OPPORTUNITIES  
IN NATIONAL SECURITY

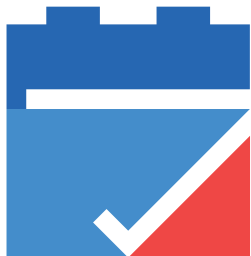
[ClearanceJobs](#) is your all-in-one recruiting solution. Much like a CRM, our unique system lets you target top candidate leads, converting cool passives to active candidates ready to make a move—to your company.

## STRUGGLING TO HIRE? TRY OUR SOURCING SERVICES



[ClearanceJobs Sourcing Services](#) matches you with a dedicated recruiting team that actively sources engaged cleared candidates, reviews their skills, and performs phone screens—all in a cost-efficient way, so you can make the best hires within your budget.

## CHECK OUT CLEARANCEJOBS CAREER EVENTS



Our [career events](#) are turnkey—scheduled, organized, and advertised to deliver prime cleared candidates for you in person and virtual. Simply show up! With over 20 career fairs held each year throughout the country, ClearanceJobs Career Events is the leading producer of career fairs catering to security-cleared professionals.

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### Want to learn more?

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or visit our website at [www.clearancejobs.com](http://www.clearancejobs.com)