



ClearanceJobs®

# BEYOND THE JOB DESCRIPTION

EMPLOYER BRANDING THAT CONNECTS  
WITH CLEARED CANDIDATES





In today's talent market, employers can't just sit back and wait for résumés to roll in. The best candidates, especially those with in-demand skills or high-level security clearances, are already busy doing great work somewhere else. Recruiters have to meet them where they are. That is where employer branding comes in.

Employer branding is not just corporate marketing dressed up for recruiting. It is storytelling about the real employment experience. It is the way candidates first feel your organization before they ever talk to a recruiter or hiring manager. From your career site and social media presence to your interview process and onboarding, every touchpoint shapes that perception.

While companies cannot control every factor that influences their reputation, such as leadership changes, contract wins or losses, or shifting market realities, they can absolutely own how they show up. An intentional employer brand strategy means consistently sharing who you are, what you value, and what candidates can expect when they join your team. When done right, employer branding turns the hiring process into an experience that builds trust, communicates purpose, and keeps top talent interested long before a job offer hits their inbox.

## 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

Your employer brand is real, even if it feels a little intangible. It’s not a logo or a tagline; It’s the reputation your organization earns over time. It reflects how people experience your company, both inside and out. Think of it as the sum of your culture, mission, values, leadership, and work environment. Some of those elements are within your control, while others (like public perception or contract outcomes) are not. That is what makes your employer brand both powerful and fragile. It carries intrinsic value and needs ongoing attention to grow and protect it.

**Reputation and Rankings**

**Employee Reviews**

**Work/Life Balance**

**Awards and Accolades**

**Company Culture**

**Corporate Leadership**

**Diversity and Inclusion**


**Speed of Change**


**Employee Benefits**


**Growth Opportunities**


## EMPLOYER BRANDING


Employer branding, on the other hand, is the active part. It is what you do to shape how people see your organization. This includes everything from the job ads you post and the videos you share to the stories your employees tell online. Branding efforts can look like social media campaigns, recruiting events, sponsored content, or feature articles that highlight your mission and team. The goal is always the same: build awareness, spark connection, and create a positive impression that attracts the right candidates. Sometimes these efforts are organic and free, but often they are strategic investments managed by marketing teams, recruiters, and communicators working together to tell a consistent story.


**Articles**


**Events**


**Videos**


**Podcasts**


**Webinars**

**Messaging**

**Advertising**

**Whitepapers**

**Sponsorships**

**Photos**

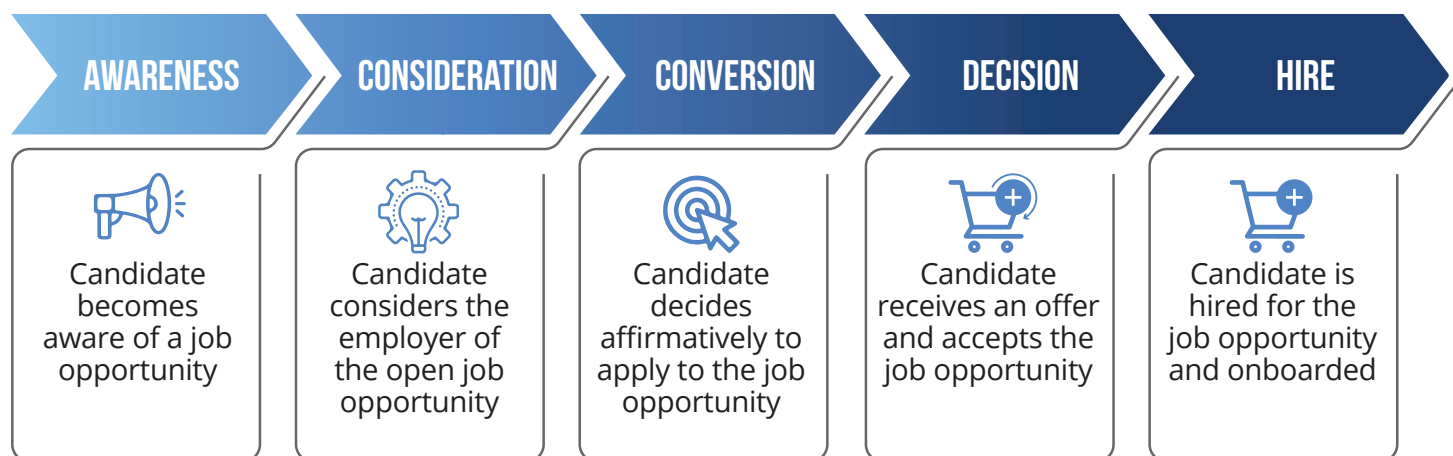
## EMPLOYER BRAND IS CRITICAL TO CANDIDATES

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

Moving a candidate from consideration to conversion often comes down to clarity, connection, and credibility. Candidates want to understand what makes your opportunity different, feel a personal connection to the mission or team, and trust that your organization values their skills and time.







**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 is not optional. It is essential for attracting and keeping quality talent in the national security environment. The question every company should ask is simple: what makes our organization's cleared work experience different? Beyond mission and contract, what makes our people stay, grow, and thrive here? Your employer brand should answer those questions clearly and consistently. It starts with knowing your unique value proposition and making sure that message reaches candidates across every touchpoint—your career site, social media, events, and internal culture.

In the current defense and intelligence landscape, where competition for cleared professionals remains intense, companies that invest in authentic storytelling have a clear advantage. Employer branding helps recruiters connect with candidates at every level, from entry-level analysts to transitioning military and mid-career professionals looking for purpose-driven work. A well-defined brand narrative helps those candidates picture themselves contributing to the mission long before an interview begins.

A strong employer brand strategy requires alignment between recruiting, marketing, and leadership. It is not just about filling roles, but about creating a story that resonates and reinforces why your company is a place where national security professionals can build a lasting career. The organizations that communicate that story best will continue to rise to the top of this competitive 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.*





## 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.



## 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



# 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



ClearanceJobs™

# A COMMUNITY 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.

## END-TO-END CLEARED **HIRING SOLUTIONS**



### RECRUITMENT SOLUTIONS [↗](#)

- Search, directly engage, and easily work cleared candidates through a pipeline.
- Convert passives to active potential hires.



### CAREER EVENTS [↗](#)

- Reduce your cost per hire with real-time conversations.
- Choose from in-person or virtual, public or private events.



### STAFFING SOLUTIONS [↗](#)

- We'll source cleared candidates for contract, contract-to-hire, and permanent placement roles.
- Save time and free up your bandwidth, all that's left to do is interview and hire.



### EMPLOYER BRANDING [↗](#)

- Increase brand awareness to gain cleared candidate trust.
- Amplify your hiring messages using targeted messaging, site advertising and sponsored content.

INTRODUCING



**AgileATS**  
POWERED BY  ClearanceJobs™

AgileATS is purpose-built for the GovCon community where security, compliance, and speed aren't optional, they're mission-critical.

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