



Employer Branding - success factors

Designed for use by HR or Marketing professionals managing your organisation's Employer Brand, this scorecard helps assess the effectiveness of your current branding approach.

The Workthing study shows that a number of key factors are critical to the success of any organisation's Employer Branding. In the scorecard below, put a tick to indicate if your organisation has the key criteria in place.

If Employer Branding is still a tug of war between HR and Marketing in your organisation, have both teams complete the scorecard separately and then compare notes - to identify the common ground as well as the gaps...

Workthing Careers Site Audit

Workthing specialises in helping companies to use the internet to its full potential. For more details of our audit service that aims to help you make more of your online presence please contact marketing@workthing-peoplebank.com.

Employer brand scorecard	In place?
Ownership	
Is there a clear line of ownership of Employer Branding in your organisation?	<input type="checkbox"/>
If not the 'owner', is HR sufficiently involved in Employer Branding issues?	<input type="checkbox"/>
Is the Board sufficiently involved in Employer Branding issues?	<input type="checkbox"/>
Are senior (line) managers sufficiently supportive of and involved in Employer Branding?	<input type="checkbox"/>
Brand values	
Are your company's employer brand values clear to you?	<input type="checkbox"/>
Does your Employer Brand offer a clear point of difference between you and your competitors?	<input type="checkbox"/>
Does the external perception of your Employer Brand match the internal reality?	<input type="checkbox"/>
Is your current Employer Branding based on objective research?	<input type="checkbox"/>
Brand consistency	
Is your Employer Brand consistent across the different stages of recruitment: advertising, application, interview, and induction?	<input type="checkbox"/>
Is your Employer Brand consistent across different employee groups: potential recruits, rejected candidates, new starters, temps, full-timers, older workers, ex-employees?	<input type="checkbox"/>
Does the perception of employee 'influencer' groups, eg trade press, recruitment consultants, match your Employer Brand?	<input type="checkbox"/>
Are your Employer Brand values consistent with your Consumer Brand values?	<input type="checkbox"/>
Does your internal work environment - eg family-friendly policies, physical workspace, reward policies, training, appraisals - reinforce your Employer Brand?	<input type="checkbox"/>
Does your organisation's leadership live out your Employer Brand?	<input type="checkbox"/>



Employer brand scorecard	In place?
Communications	
Does your corporate website reinforce your Employer Brand?	<input type="checkbox"/>
Is there consistency across all your internal and external Employer Brand communication materials in terms of look, feel, tone, imagery, and message they convey?	<input type="checkbox"/>
Are new communication methods, ie internet, SMS and iTV part of your media plan (since the medium is the message, not just the vehicle that carries it to your target audience)?	<input type="checkbox"/>
Do your (online and offline) job ads reinforce your Employer Brand in terms of language used, what you offer, and how you describe the work?	<input type="checkbox"/>
Does your employees' actual experience of your Employer Brand bear out the Brand you promote in your advertising?	<input type="checkbox"/>
Measurement	
Do you measure the effectiveness of your Employer Brand adequately?	<input type="checkbox"/>
Is your Employer Brand measurement a balance between qualitative (eg satisfaction, awareness) and quantitative measures (eg retention)?	<input type="checkbox"/>