

Building a successful employer brand:



A strong employer brand is important for attracting and retaining top talent across permanent, temporary or project-based roles. It showcases your organisation's values, culture, and commitment to employees, setting you apart in a competitive market. Here are seven ways to improve your brand.

1. Define a compelling Employee Value Proposition (EVP)

Action: Create an Employee Value Proposition that articulates why top talent should choose your organisation. Highlight unique benefits, such as flexible work arrangements, career growth opportunities, or a supportive team culture.

Checklist:

- ☐ Have you identified what makes your workplace unique (flexible work policies, supportive leadership, team events, inclusive culture, recognition programs)?
- ☐ Does your EVP appeal to both permanent and contract candidates?
- ☐ Have you tested your EVP with real employee feedback? (surveys, interviews, focus groups).

Example: A healthcare organisation's EVP could focus on purpose-driven work and team support to attract permanent staff, while highlighting flexible scheduling and short-term impact for contract workers.

2. Showcase your culture authentically

Action: Share real stories and visuals of your workplace culture on platforms where candidates are active, such as LinkedIn, your company website, or job boards.

Checklist:

- ☐ Are you posting employee testimonials or day-in-the-life videos on social media?
- ☐ Does your careers page show what it's like to work there? (Photos, quotes, team stories)
- ☐ Have you used real images rather than stock photos? (Team events, office life, celebrations)

Example: A logistics company shares a "Day in the Life" video series on LinkedIn, showcasing warehouse staff, office teams, and team celebrations. Their careers page features real employee photos, team BBQs, and volunteer days to reflect their down-to-earth, team-first culture.

3. Engage employees as brand ambassadors

Action: Empower your current employees to advocate for your brand by fostering a positive work environment and encouraging them to share their experiences.

Checklist:

- ☐ Do you have an [employee referral program](#) to encourage talent recommendations?
- ☐ Do you encourage and provide content for staff to post? (Milestones, team wins, event highlights)
- ☐ Have you celebrated staff who share positive stories about their work? (Newsletter features, team shoutouts, appreciation emails)

Example: A recruitment business encouraged team leaders to nominate candidates who embodied the clients core values. Stories were shared internally via a newsletter segment, and externally through social media channels.

4. Monitor and respond to feedback

Action: Regularly track feedback on platforms like Seek, [job boards](#), LinkedIn, or Google Reviews to understand candidate and employee perceptions, and address any concerns with meaningful action.

Checklist:

- ☐ Do you have a process or dedicated person to monitor online reviews and respond professionally?
- ☐ Have you communicated actions taken in response to any employee concerns?
- ☐ Are exit interviews or surveys used to identify common themes or issues?

Example: A technology company regularly reviews Google My Business feedback, assigning a team member to respond promptly with templated replies. They use exit interview insights to improve onboarding and communicate new work policies addressing employee concerns.

5. Align job ads with candidate expectations

Action: Ensure your job postings are transparent, engaging, and tailored to candidate priorities, such as salary range, flexibility, and growth opportunities.

Checklist:

- ☐ Do your job ads include clear details on the salary, benefits, and work arrangements?
- ☐ Have you included team or manager details to help candidates envision the environment?
- ☐ Are your job titles accurate and easily searchable by candidates?

Example: A retail chain includes detailed information about benefits and work schedules in their job ads. They also feature profiles of store managers to help candidates understand the store culture and leadership before applying.

6. Invest in professional development

Action: Offer [training and growth opportunities](#) to signal your commitment to employee success, appealing to both permanent and contract talent.

Checklist:

- ☐ Do you offer mentorship, coaching, or upskilling programs to support employee growth?
- ☐ Do you encourage skill-sharing or peer learning within teams?
- ☐ Do you gather feedback from employees to improve learning and development programs?

Example: A tech company regularly collects employee feedback to refine its professional development programs, providing tailored, flexible learning opportunities that meet the needs of both contract and permanent staff.

7. Measure and optimise your employer brand

Action: Track key metrics to measure your employer brand's effectiveness and make data-driven improvements.

Checklist:

- ☐ Are you measuring increased candidate applications or improved hire quality?
- ☐ Do you analyse application sources to understand which channels perform best?
- ☐ Do you track employee retention rates as an indicator of brand strength?

Example: A financial services firm tracked candidate applications before and after launching a new employer brand campaign to gauge its impact, using analytics to identify which marketing channels attracted the highest-quality candidates.

Take the next step with Drake International

Building a strong employer brand is an ongoing journey
— and you don't have to do it alone.

Whether you're hiring permanent staff to support long-term growth or sourcing temporary and contract talent for critical projects, Drake International's expert recruitment solutions can help you attract, engage, and retain the right people for your business.



Get in touch

with our team today on **13 14 48**
and let's start building your winning employer brand.