



Employment Group
HELPING PEOPLE SUCCEED

Stand Out from Talent Competitors with Employer Branding

Situation

A Michigan-based construction organization with national projects recognized the urgent need to enhance its talent acquisition strategies amid stiff talent competition. The organization encountered significant challenges in attracting top talent, as prospective employees often opted for competitors offering more attractive value. These recruitment difficulties resulted in long hiring cycles and increased talent acquisition costs.

Solution

Defining its Employer Value Proposition: EG conducted a series of qualitative interviews to uncover the core factors influencing why employees choose to stay with or leave the company, thus revealing an authentic employer value proposition (EVP). Additionally, EG developed candidate personas for frequently recruited positions and performed comprehensive competitor analyses. These efforts culminated in the creation of a brand management plan designed to articulate a compelling narrative that truly represents the unique value the company offers its employees. This narrative was strategically aligned with the organization's broader goals, significantly bolstering its attractiveness in a highly competitive job market.

Active Employer Brand Management: We managed review campaigns, deployed targeted content, advertised on platforms like Glassdoor and Indeed, and analyzed monthly data on the employer brand to seamlessly align with overarching talent acquisition objectives.

CONSTRUCTION



Results



25% reduction in cycle time

Reduce cycle time by 25%, streamlining operations and enhancing efficiency in talent acquisition.



\$323,000 ROI

Generate an ROI of \$323,000 through strategic implementation.



Improve brand awareness

Improve brand awareness by accumulating 13,000 impressions from competitors, with an estimated earned media value of \$17,000.



Fill positions 2x easier than talent competitors



Increase eNPS

Articulate its unique value proposition as an employer, positioning itself as an employer of choice and aligning with ideal candidates' preferences, resulting in increased eNPS.



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