

# Establishing the Doorway:

## Developing Employment Branding for Public Sector Organizations

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# Objectives:

- ◆ What is an Employment Brand?
- ◆ Elements of the Employment Brand
- ◆ How to develop the brand
- ◆ Connecting the brand to your Application Process

# Introduction

- ◆ What is the purpose of an employment brand?

*"To motivate the applicant to apply with an organization by meeting intrinsic needs that elicit an emotional response to apply for employment that goes beyond the availability of the vacancy or other single criteria."*

# Why do most of your applicants apply?

- ◆ “Good Pension”
- ◆ “Stability”
- ◆ “Benefits”
- ◆ “Hard to fire you”
- ◆ “Big Fish in a small pond”

What kind of candidates does this perception attract?



# Why change the way we recruit?

- ◆ Responds to increasing demand for candidates.
- ◆ Strategic versus tactical.
- ◆ An applicant needs/desires to be emotionally connected to organization (Engagement).
- ◆ Cost effective.

# What is an Employment Brand?

- ◆ A common theme telling a similar story about what it is like to be an employee of the organization.
- ◆ It builds and reinforces the image of the organization's culture, work practices, management style, and growth opportunities.
- ◆ It aligns to the values and objectives of the organizations.
- ◆ It continually monitors the organization's employment image both inside and outside the organization.
- ◆ It energizes the best potential candidates to apply for jobs at the organization.