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Employer Brand Audit Roadmap + Checklist

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Employer Brand Audit Roadmap

Your company has an employer brand, whether or not you choose to manage it. An authentic, engaging employer brand is the key to attracting and keeping the right people for your organization. Take control of your employer brand today, starting with an employer brand audit to identify what you are already doing well and opportunities to improve.

1 Setting your Employer Brand Audit up for success

2 Conduct Internal Audit

3 Conduct Competitor Analysis

4 Analyze Results, Identify + Prioritize Action Items, + Create Action Plan

5 Action + Implementation

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Employer Brand Audit Roadmap

Step 1: Setting your Employer Brand Audit up for success
Estimated Time: 1 hour

Before you can begin your employer brand audit, you must first define what you are working to achieve and what you are evaluating. At a macro level, what are your company's goals and values - how can this align with your employer brand? Does your mission statement represent the image you are trying to create for your organization? Determine the goals of your employer brand and ensure they align internally with your existing organizational structure and strategy. In addition to this, identify key stakeholders involved in this process and ensure their buy-in before you begin the journey.

Step 2: Conduct Internal Audit
Estimated Time: 10-15 hours

It is important to understand the capabilities and resources of your organization before you define your employer brand strategy. Assess your organization's strengths and weaknesses and determine how you can leverage external opportunities to overcome pain points from your analysis. By understanding potential threats, you can better position yourself against your competitors. But primarily, your focus should be on the opportunities you have to authentically differentiate yourself and define your employer brand in the marketplace.

Step 3: Conduct Competitor Analysis
Estimated Time: 5 hours

When conducting an external analysis, it is important to look at your competition and assess what they are doing well, but also where the gaps – or opportunities – are that you can capitalize on. Finding areas for improvement provide your organization with the opportunity to tap into things other businesses are struggling with. As part of your analysis, we recommend identifying one company that is doing exceptionally well at employer branding, and consider this your benchmark. Use their strategy as a guideline, adapt it to your own employer brand and build on top of it.

Step 4: Analyze Results, Identify + Prioritize Action Items, + Create Action Plan
Estimated Time: 5-10 hours

Once you have concluded your research, carefully analyze the results. Identify action items and prioritize tasks based on a logical sequence for your business needs. Create an action plan, including timelines and resources required to execute your employer brand strategy. Consider how you will measure the success of your efforts and define metrics. Ensure you are being realistic with your capabilities and expectations, and remember to have fun!

Step 5: Action + Implementation
Estimated Time: TBD

Even the best laid plans are nothing without great execution. Implementation begins with driving engagement, and getting key stakeholders on board with the plan. Your implementation timeline will be dependent on a number of factors, including your organization's strategy, goals and the variables considered in Step 4. Your employer brand is a living, breathing entity that requires ongoing investment and active management – *the important thing is to just get started!*

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Employer Brand Audit Checklist

Your Employer Brand Audit should include an evaluation of the following key areas:

Online Presence

User experience isn't just about being able to view your career page, it should also focus on the ease of access candidates have to career information and the workflow they follow to convert into applicants.

Areas of Evaluation

☐ Company Website

☐ Company Career Site

☐ Online Reviews (Glassdoor and other employer review sites)

Guiding Questions

1. Is your career site mobile friendly? *70% of candidates apply for jobs through their mobile devices.*
2. Are your job postings specific to your brands target market?
3. Is the web page easy to navigate with content that is clearly and concisely expressed?
4. Can a user find an optimal amount of information in the minimum number of steps?
5. Does your site highlight your values and communicate your unique story?
6. Are you using up to date visuals of your business and current employees?
7. Are you actively monitoring and managing your Glassdoor page and its reviews?

Social Media Presence

There is no "set it and forget it" when referring to employer branding - especially with your social media presence. Context, clarity, consistency, and tone all matter when you're aiming to build employer brand awareness and attract the right people. That means the social media channels that promote your company need an intentional strategy, as well as regular attention and care.

Areas of Evaluation

☐ Company Social Media Accounts

☐ Company Career Social Media Accounts (if you don't have these… red flag!)

Guiding Questions

1. Are you using multiple social media outlets (Instagram, Twitter, Facebook)?
2. Are you using a content calendar to plan and schedule your posts?
3. Are you sharing real life content featuring actual employees?
4. Are your posts current and up to date?
5. Are you posting regularly on a variety of content? (eg. Not just posting vacancies)
6. Have you assigned a social media manager to oversee posts and activity?
7. Are you measuring success and tracking metrics on your posts?

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Recruitment + Hiring Process

With multiple generations in today's workforce, you need messaging that connects with your intended audience. Whether you're targeting college grads, blue collar workers or senior executives, make sure your career site, recruitment advertisements and job ads offer messaging tailored to each candidate persona.

Areas of Evaluation

- ☐ Recruiting Channels (Digital, Social, Traditional)
- ☐ Recruitment Advertising
- ☐ Career Fairs
- ☐ Job Advertisements & Descriptions
- ☐ Job Post Distribution
- ☐ Job Boards
- ☐ Social Recruiting Efforts

Guiding Questions

1. Are your job postings specific to the target applicant you want to hire?
2. Do all communications align with your employer branding strategy?
3. Are you building a talent pool of good culture fits that you can tap into when the right role opens up?
4. Are you communicating your culture and values through the recruitment process effectively to candidates?
5. Are your employees engaging with local industry communities to attract new talent?

Candidate Experience

42% of job applicants say they would never apply to a company again if they had a negative candidate experience. But if you design it right, your candidate experience can be the key differentiator to help you stand out from your competition.

Areas of Evaluation

- ☐ Application Process
- ☐ Applicant Screening Process
- ☐ Interviewing Process
- ☐ Selection & Notification Process
- ☐ Onboarding Process
- ☐ Training Process

Guiding Questions

1. When does your candidate experience start and finish for an applicant?
2. Is the application process seamless and user friendly?
3. Does your hiring/ interviewing team represent your employer brand?
4. Do you follow up with applicants consistently throughout the process?
5. Do you engage applicants throughout each phase of the candidate experience?

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Current + Exited Employees

An employee's perception of your organizations brand is one of the most honest and valuable resources a company has. This includes both current and exited employees, and is an ongoing process that provides feedback to the success of your employer brand execution.

Areas of Evaluation

- ☐ Performance Management Process
- ☐ Current Employees
- ☐ Exited Employees

Guiding Questions

1. Is your performance management process reflective of your employer brand?
2. Does your performance management system allow for employee feedback?
3. Have your employees participated in an employer brand survey?
4. Are you conducting exit interviews? If so are you are you collecting information on the impact of your employer brand?

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FIND THESE TIPS AND TECHNIQUES USEFUL, BUT DON'T HAVE THE RESOURCES OR TIME?

WE'RE HERE TO HELP.

We can help you build your employer brand today!

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