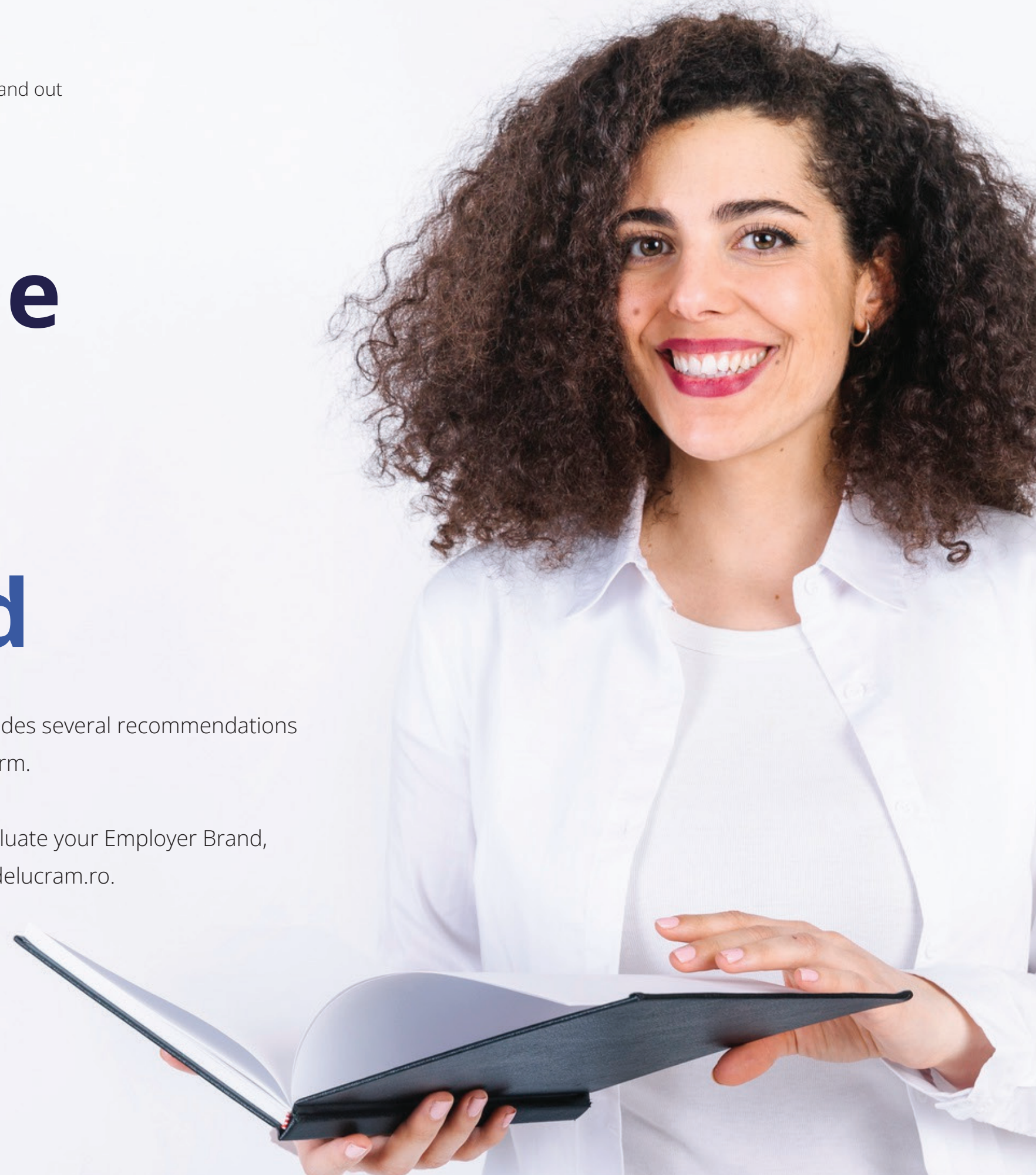


Material created in partnership with the creative agency Fuzzer: Making your brand stand out

A Leader's Guide to Building a Successful Employer Brand

This guide will help you create or enhance your Employer Brand and includes several recommendations to maximize your Employer Branding efforts on the Undelucram.ro platform.

Need more than that? On **page 16**, we've prepared an opportunity to evaluate your Employer Brand, facilitated by Fuzzer's strategy team and available exclusively through Undelucram.ro.



Introduction

Many professionals think that Employer Branding is the same thing as reputation. While this is not entirely incorrect, we offer a different definition:

The Employer Brand is a company's good friend, offering valuable support when crafted and applied in a strategic, authentic, and consistent manner.

88%

of job seekers evaluate an organization's employer brand before applying.

The Employer Brand represents more than just its image, as it impacts the entire organization. An organization's investment in Employer Branding directly influences employee efficiency and productivity, helps attract and retain talent, lowers recruitment costs and contributes to the overall development and growth of the company.

72%

of recruitment leaders worldwide state that Employer Branding strategy has a significant impact on hiring.



When to invest in your Employer Brand

It's the right time to invest in Employer Branding if you need to:

Optimize your recruitment process and reduce future costs by:

- Recruiting quickly and efficiently, attracting top professionals
- Reducing costs and efforts associated with human resources
- Decreasing staff turnover and retaining your best employees
- Increasing the efficiency of recruitment processes and channels

Enhance your organizational culture and identity to become an organization that:

- Increases employee loyalty and commitment
- Attracts employees who are not motivated solely by salary offers
- Promotes a healthy, efficient and productive work culture
- Creates consistency and stability within your organization, regardless of the number of employees

Improve your organization's image and reputation in order to:

- Gain a competitive advantage in the labor market
- Enhance both your employer brand and commercial brand reputation
- Increase your organization's visibility and desirability
- Communicate in alignment with your employer strategy and objectives

Develop and streamline your organization's operations with the goal to:

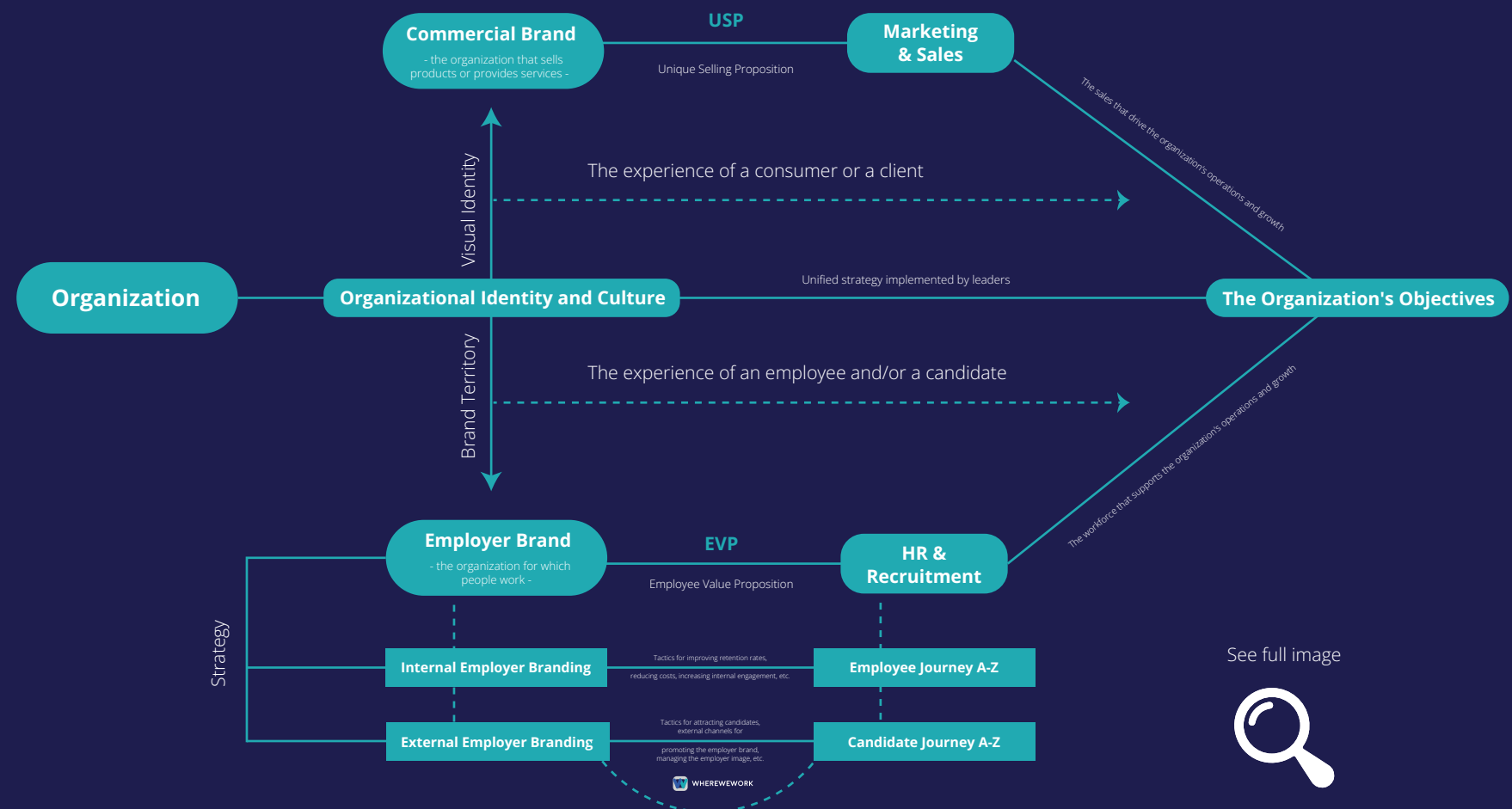
- Ensure stable, sustainable and scalable growth for the company
- Support the efforts of your HR, Management, People & Culture teams and other departments
- Assure a similar, standard employer brand experience in all locations
- Communicate your employer position clearly, consistently and transparently

Framework: The Strategic Role of the Employer Brand

We started by calling the connection between a company and its Employer Brand a close friendship. We see it this way because **it helps you navigate challenges and highlights areas for improvement in the job market.**

For the Employer Brand to work for you, it needs time, investment, consistency and effort. Employer Branding is not just the recruitment ads, the benefits package or the company presentations. **The Employer Brand is a key pillar of your organization's strategy and affects the company's overall well-being.**

Discover its role with this framework created by ©Fuzzer.



See full image



Organizational Strategy: A dive in the Framework

The Employer Brand starts with a deep understanding that people are at the core of an organization's success and future. Attracting and retaining the right people is more important than ever in a job market where employers compete for professionals that will influence their growth and market position.

Each company has its goals and achieving them requires a robust organizational culture that attracts and retains the right talent.

The culture of an organization is shaped by its values, vision and mission. In turn, this organizational culture influences two key aspects of the business: the Employer Brand, which focuses on the employee and candidate experience and the Commercial Brand, which is centered on the customer or consumer experience.

Employer Brand

It represents the organization for which people work. This is expressed through an EVP (Employee Value Proposition), which reflects the company's promise to employees and candidates, positioning it distinctly in the job market.

Commercial Brand

It represents the company that sells products or services to customers. This is conveyed through a USP (Unique Selling Proposition) that highlights the unique benefit and positions the brand clearly in the consumer's mind.

6 things to keep in mind about your Employer Brand

The Commercial Brand and Employer Brand are becoming increasingly interdependent, showing leaders that investing in Employer Branding is essential and a priority to achieve the organization's objectives. The question remains: what do we need to know when investing in Employer Brand?

- 1.** An Employer Brand isn't just for medium or large companies. Businesses of all sizes can benefit from building their Employer Brand.
- 2.** The well-being of any organization depends on its Employer Brand, and the advantage offered by Employer Branding is the foundation of the most successful companies.
- 3.** Building an Employer Brand is a process that requires a well-thought-out strategy, consistency in execution, financial investment, time, and patience to see results.

4. The Employer Brand is not just the company's public image. It has an **internal component** (the employee journey from A to Z) and an **external component** (the candidate journey from A to Z), also known as Recruitment Marketing.

5. It's not just one person or department responsible for the Employer Brand. Everyone involved, directly or indirectly, in the employee and candidate experience is part of the process.

6. Your Employer Brand should be managed in alignment with the visual identity, strategy, and corporate guidelines. We recommend working with professionals who have technical knowledge and experience in this field.



How to build a strong Employer Brand

Year after year, thousands of organizations invest significant resources in Employer Branding to secure or maintain a competitive advantage in the labor market. However, only a few manage to build a strong Employer Brand or achieve the desired outcomes.

Organizations often find themselves in this situation due to the lack of a clear Employer strategy and the prioritization of immediate results, which often leads to negative effects and high costs.

A strong Employer Brand is built on a solid strategy based on fundamental pillars and requires genuine, long-term improvements communicated consistently. Investing in these foundations is essential to support the Employer Branding strategy and strengthen the Employer Brand.

The Core Pillars of Employer Brand

1. Organizational Culture
2. Organizational Identity – Perception of Organizational Culture
3. Corporate Brand Strategy
4. EVP – Employee Value Proposition
5. Identity, Positioning, Attractiveness, and Visual Consistency of the Brand
6. Benefits and Compensation Package
7. Opportunities for Professional Development
8. Candidate Journey Experience from A-Z
9. Employee Experience from A-Z
10. Internal and External Communication

A strong, strategic and adaptable Employer Brand is key to attracting top professionals, building a solid reputation and supporting the continuous growth of the organization.

Why companies need an EVP

Employee Value Proposition (EVP) plays a central role in the Employer Branding Strategy. The EVP is the unique promise you make to employees and candidates, offering a distinct mix of benefits, values and experiences that make your company attractive.

The EVP must align with organizational culture and reflect the experiences of employees and candidates, as it is communicated both internally and externally. A clear, well-defined EVP strengthens the company's position in the Employer market and is key to effective Employer Branding.



Developing an EVP

Developing an EVP is a complex process that requires thorough research and testing of the promise to ensure it aligns with the culture, employee needs, candidate expectations, and market trends. Furthermore, the EVP must reflect the reality of the workplace and be communicated and promoted consistently and clearly by across all communication channels by the company and its brand ambassadors.

Employer Branding: Strategy Development

To create an effective Employer Branding strategy, it's crucial to first understand the context, the existing needs and the key pillars of the Employer Brand.

The strategy outlines the steps and approaches to achieve the organization's objectives. It involves tactical actions—specific initiatives and campaigns designed to meet those goals. These tactics are carried out through carefully selected channels, based on what's needed and the available budget.

An Employer Branding strategy should be crafted by a specialized team with expertise in communication, advertising, branding (including market positioning, identity, and visual elements), as well as a strong business understanding. Having unqualified individuals in this process can negatively impact both the Employer and Commercial Brands.



If you plan to develop your Employer strategy or improve your existing one, here are the first steps you should take into consideration:

1 Defining the Employer Objectives

Any strategy starts with clear, measurable and realistic objectives. You can find some examples of non-specific objectives on page 3.

2 360° Evaluation of the Employer Brand

Evaluating an Employer Brand is a complex process that involves researching, analyzing, and measuring multiple key indicators. It's important to perform this step accurately through various research methods because this stage forms the foundation for strategy development and determines its success. Discover how to evaluate an Employer Brand on page 14.

3 Strategy Development. Choosing Tactics.

The next step is to develop a strategy based on the data gathered during the Evaluation. This strategy is a plan that includes the key pillars of the Employer Brand and recurring tactics to achieve the set objectives.

The tactics target both the internal and external components to ensure optimal results. Communication will be tailored according to the selected channel, the target audience and the specific goal of each tactic.

4 Strategy Monitoring. Adjustment. Measurement.

The strategy is typically developed annually and includes, on average, one tactic per month. Each tactic has specific objectives, which are evaluated at the end of the initiative. At the end of the year, the results of each tactic are analyzed to measure the overall performance.

How can Undelucram.ro make a difference in your strategy?

With the largest online community of employees in Romania and a high level of trust, Undelucram.ro helps employers find tailored solutions to meet their goals.

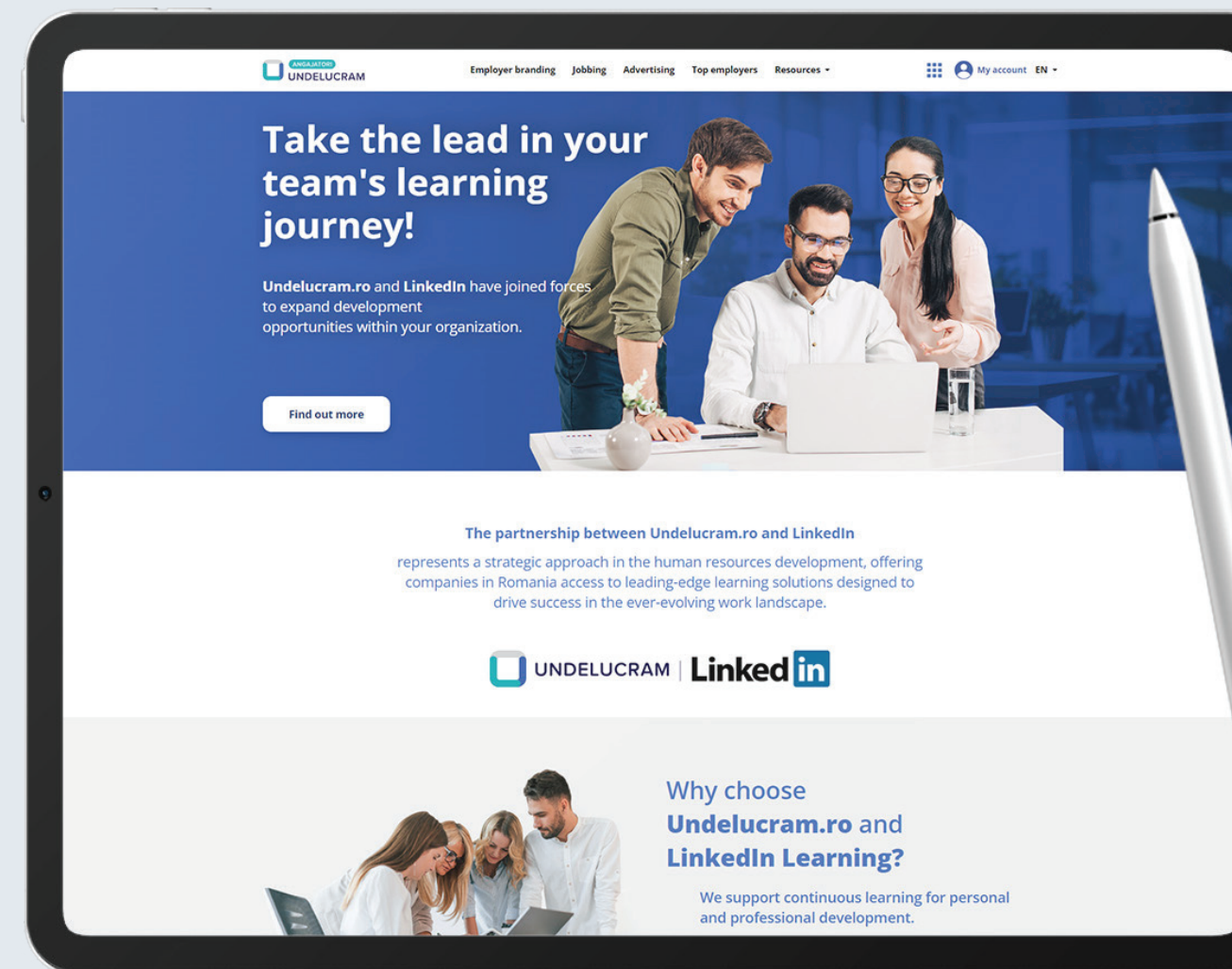
+1.5 mil. registered users

+2 mil. page views per month

+200 partnerships with employers.

Through consultation with Employer Brand specialists, as well as options like a dedicated Employer Branding page, Analytics, Jobbing, Salary Report, and LinkedIn Learning, the platform is designed to support your Employer Branding strategy to the highest standards.

Undelucram.ro is a key tool in your Recruitment Marketing strategy, but it is also valuable for other internal and external tactics.



How to become one of the most highly regarded employers

Every year, numerous initiatives assess employers' impact on the job market. The Top Employers ranking from Undelucram.ro stands out as a trusted initiative, based on a simple principle: the ranking is transparently determined solely by employee reviews, with no registration fees.

This unique ranking is recognized and covered by major media publications in Romania, reflecting directly the experiences and perspectives of employees. Additionally, the results are celebrated at the annual Top Employers Conference, where industry leaders come together to explore the future of the job market and share insights on emerging trends.

How to Become a Top Employer?

Investing in an authentic Employer Branding strategy. A healthy organizational culture and a clear strategy attract the right professionals, strengthen the team, and make people feel valued and engaged.



We have prepared both free methods and service packages to help you develop your Employer Branding strategy. Our solutions include managing and customizing your company profile, promoting available roles, evaluating your efforts against competitors, and access to LinkedIn Learning for employee development.

How to stand out on Undelucram.ro

Employers who stand out on Undelucram.ro are those who actively engage with the community and invest in transparent management and moderation of their profiles. Regardless of your budget, there are options available that can make a significant difference in your Employer Brand, both in the short and long term. Here are the most effective solutions you can apply immediately:

Encourage employees to leave a review and reply to them. It's important to respond promptly and thoroughly, validating the employee's experience and addressing any issues raised. When needed, communicate with those responsible and work on resolving or improving the situation. This type of communication will set you apart as an Employer.

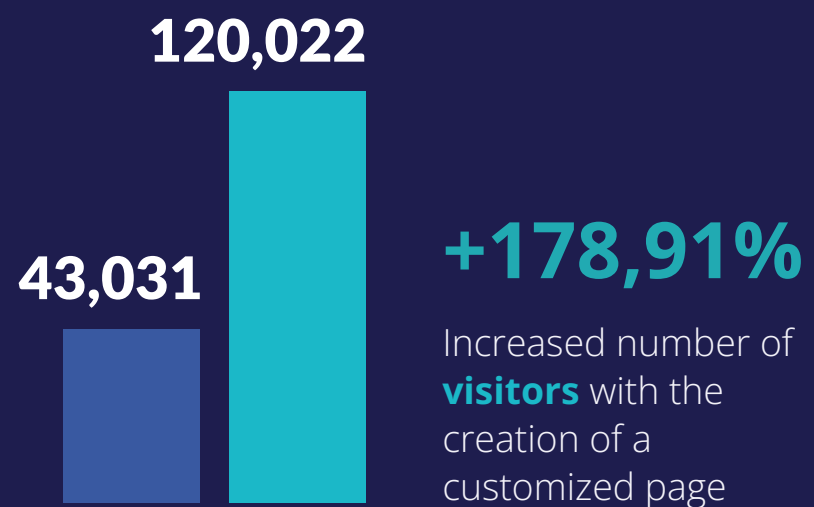
Respond to questions on your Undelucram.ro Employer page to stand out and show engagement. By providing clear and detailed answers, you contribute to building a trustworthy image. Potential candidates want to know what to expect before meeting you.

Personalize your profile: Use photos, logos, and brand visuals to make your page more attractive and representative. Add authentic images from daily activities, regular updates, ensure that you have the benefits you offer listed, and include links to company pages to reflect your authentic culture and attract more candidates. Through this process, you'll stand out.

Case Study: Results for a Retail industry client

The secrets to success are often the small, strategic efforts made consistently and implemented with the right partners. Undelucram.ro serves as a crucial channel for attracting human resources, capable of creating a strong connection between employers and candidates, thus facilitating communication and mutual understanding.

This approach has been adopted by one of our Retail clients, a leader in the industry with over 10,000 employees, who purchased the Corporate Employer Branding package to personalize their interaction with professionals on the Undelucram.ro platform. They achieved the following results:



23.000+
Increased **views** on promoted roles and a **conversion rate of up to 260%**



+144%
Annual increase in the number of **reviews** after personalizing the Employer profile.

The results of an investment in Employer Branding depend on factors such as the tactics used, consistency, context, time and budget investment, objectives, as well as involvement. To maximize your efforts, reach out to our Employer Branding experts for consultancy.



The Employer Brand evaluation is conducted through a structured process, typically involving the following steps:

- 1. Preliminary Discussion:** Identifying needs, budget, available resources, and challenges and setting specific objectives.
- 2. Audit:** Defining and analyzing key factors of the employer's culture and identity, using over 40 indicators that cover the 10 pillars of Employer Branding for a better understanding of the company's identity.
- 3. Data Collection:** Gathering relevant information through both quantitative and qualitative methods, minimizing bias and avoiding random sampling.

Step-by-Step: Employer Brand Evaluation

- 4. Data Analysis:** Collected data is processed and aligned with objectives to evaluate the current performance of the Employer Brand and identify areas for improvement.
- 5. Adjustments:** A strategy is developed or the existing one is refined to enhance Employer Branding efforts.
- 6. Ongoing Monitoring:** Strategy and tactic performance are continuously tracked, with periodic adjustments made to maintain relevance and effectiveness. These steps are repeated approximately every 12 months to ensure an adaptive and efficient evaluation of the Employer Brand.

Dear Employer,

Although we have reached the end of this guide, we continue to support your efforts in creating a successful Employer Brand, both on the Undelucram.ro platform and beyond.

For this reason, we've prepared **a gift for you: a preliminary assessment of your Employer Brand conducted by strategists from Fuzzer, experts with over 10 years of experience in Employer Branding, both locally and internationally.** They have worked closely with us to prepare this guide and are ready to help you enhance your Employer Brand.

This session is exclusively available through Undelucram.

To schedule your Employer Brand Assessment, please send an email to corporate@undelucram.ro.

Kind regards,
Wherewework Team

