

NEOGOV

Complete Guide:

CREATING A GOVERNMENT EMPLOYER BRAND TO ATTRACT THE BEST CANDIDATES

In recent years, the concept of an employer brand has increasingly become a popular initiative in human resources departments. The idea is that it's no longer about what an employee can do for you, but what you can do for the employee.

Particularly in today's climate, where it is very much a job seeker's market, it's important to demonstrate that your organization will be a place that a prospective employee would be happy and thrive. Aside from salary, considerations like perks and benefits, flexibility on scheduling, possibility for remote (or hybrid) work, and a workplace culture are all things that set an organization apart and can attract candidates who know their worth and won't settle for less.

IT'S A JOB SEEKER'S MARKET, EVEN WITH AN UNEMPLOYMENT RATE OF **5.8%***.

	Applications Per Open Job Req	Total Offers Made to Candidates	Total Hires
2020	29	168,102	143,061
2021	22	206,214	174,441
% Change	**-22.9%**	**22.7%**	**21.9%**

HIRES ARE UP BY **22%**, BUT APPLICATIONS PER JOB ARE DOWN BY **23%****.

Even in the absence of perks more commonly associated with the private sector like a game room or free snacks, there are undoubtedly things your organization has to offer that make up the story of your employer brand.

Thinking about what makes your organization appealing to you and your colleagues and then piecing them together into a story for candidates is more likely to yield quality applicants than career pages or job postings devoid of any personality. In this guide, we'll cover the steps you can take to create the perfect employer brand to appeal to top talent.

* Source: U.S. Department of Labor, June 4, 2021
** Source: GovernmentJobs.com Data YOY Weeks 1 - 21, 2020 and 2021

SET TANGIBLE AND MEASURABLE GOALS

What are you trying to achieve most in creating or improving your employer brand? Is it to get more applicants, increase awareness of your organization, attract better candidates, reduce time and/or cost of time-to-hire? Perhaps it's a combination or all of the above. **Figure out what you want to measure to determine if the changes you've made have proved successful.** Crafting an employer brand is not a small undertaking, so make sure you have set tangible and realistic goals.

Example Goals:

- Increase qualified applicants
- Improve conversion rate from job posting view to applicant
- Increase diversity of applicants



IDENTIFY YOUR IDEAL CANDIDATE

You may have heard of a marketing term called a buyer persona, which refers to the various traits that make up an ideal customer for a business. **These traits are used to identify who you aim to reach when you market your products or services, as well as the approach you take.**

The same concept applies to hiring candidates for a position at your organization. Think about the primary attributes that make a potential employee a dream hire. **What are the values or personalities of the people who thrive in your organization?** To get started, consider one of your star employees and think about all of the things that make them great at their job as well as a natural fit for the organization. Those traits should fit into your candidate persona.

DEFINING YOUR EMPLOYEE VALUE PROPOSITION

This is the step where you really get into the meat and potatoes of what sets your organization apart from the countless other jobs your ideal candidates will have seen in their search. **What can you offer to them that make your organization a great place to work?** Consider not only the obvious, such as competitive salary or benefits, but also the intangibles like the unique professional challenges they'll face, the learning opportunities they get, the exposure to the community, and overall fulfillment. You might also think about how your organization's overall mission ties into the needs and desires of prospective employees.

UNDERSTANDING THE CULTURE OF YOUR ORGANIZATION

Talk about the culture of your organization. Every organization has one. You just might need to figure out what yours is, and in the process of doing so, you may come to realize that some work needs to be done to shape it.

Start with this question - how does your organization make employees feel? Is it the type of place where everyone greets each other when they walk down the hall even if they don't know one another? Are employees encouraged to show their personality or speak up when they disagree? Does leadership take the time to get to know people across the organization at all levels? Are there book clubs, regular potlucks, or groups of people that routinely meet for happy hour? These are the types of questions to ask yourself, and your employees.





RESEARCH THE PERCEPTION OF YOUR ORGANIZATION

TAP INTO CURRENT EMPLOYEES

Your biggest resource for information about why your organization is special are your current employees. Create a survey asking people why they like working there and what could be improved upon. There are pros and cons for working at any organization, so start making a list. The pros are what you'll use to shape your employer brand.

This is also a great time to think about specific instances or stories from your organization that illustrate just what it means to work there, and how they relate back to the mission statement and what they might mean for an employee's personal fulfillment.

Get compelling testimonials from current employees (especially in video form) and include them on your career pages and on the "about us" pages of your website.

GET INSIGHTS FROM DEPARTING EMPLOYEES

Take advantage of exit interviews, as well. **Employees who are leaving the organization are much more likely to be candid about their experiences working there.** This is an opportunity for HR to gain critical insights on how employees view the organization's culture – both what they liked and disliked. Take the things that employees most frequently say they liked about working for your organization and build them into your employer brand. Stay away from mentioning things that employees found to be lacking, and file those items away for later when you're ready to tackle improving the culture.

GO ONLINE

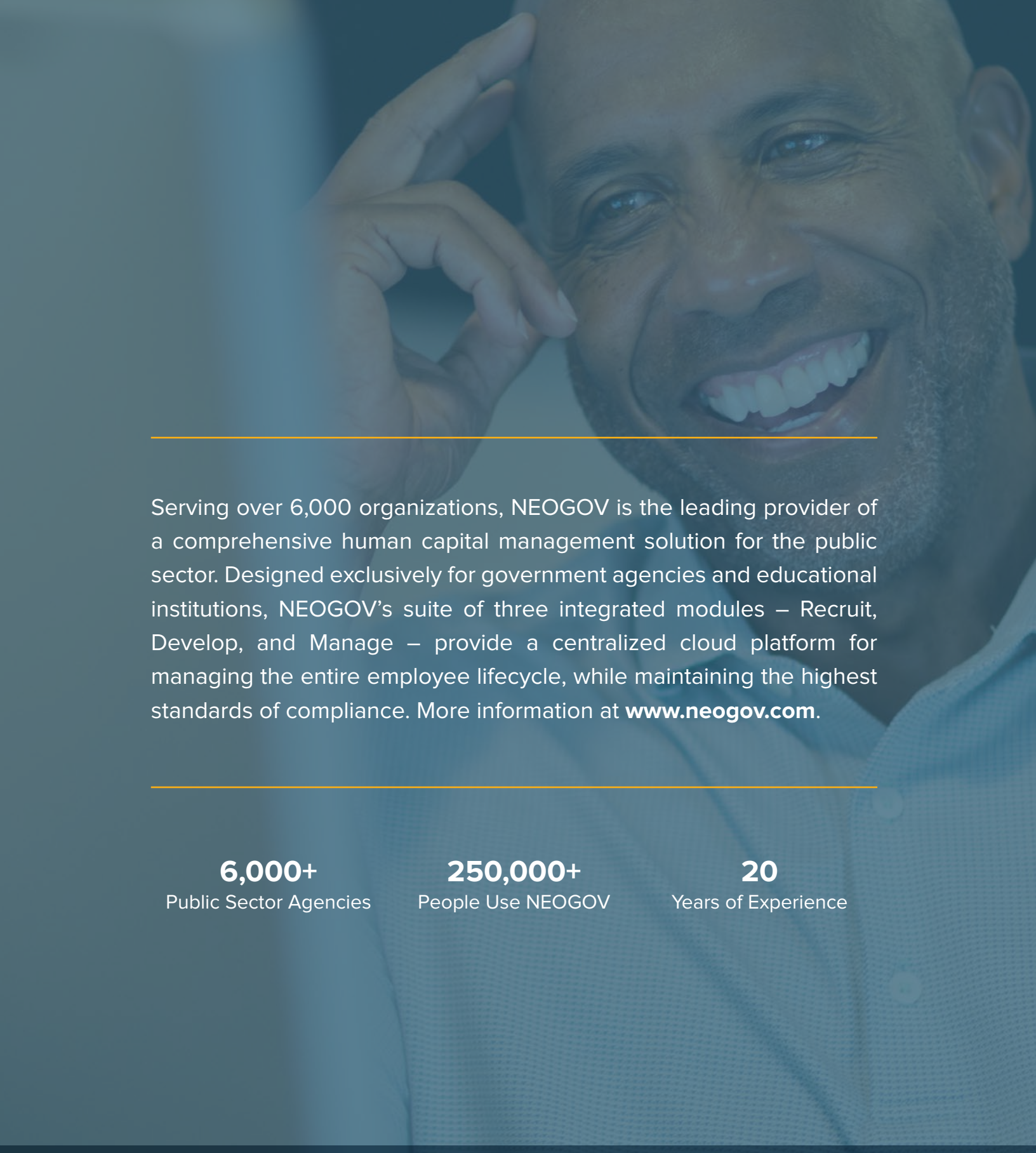
When people feel passionately about something - good or bad - they are more likely to broadcast it wherever they can, and for today's younger generations, that means online. So, start by doing some Google searches for reviews of your organization. The search is likely to take you to Glassdoor, where current and former employees, and even candidates may have written reviews about their experience with your organization.

Unfortunately, if a candidate has a bad experience during the recruitment process (e.g., not hearing back from an employer for weeks or months, an impersonal or confusing interview or evaluation process, etc.), they are more likely to post a negative review on sites like Glassdoor.

MEASURE RESULTS BASED ON YOUR PRE-DETERMINED GOALS

Six to twelve months after you've enriched your employer brand story and integrated it into every job posting, your career pages, and your website, it's time to revisit the goals you set at the beginning of the process and see if your hard work is paying off. If you're reaching the metrics you set forth early on, that means candidates are responding positively to your newly-formed or revamped employer brand. If they aren't, but you've put your best efforts toward the preceding steps, go back and iterate.





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