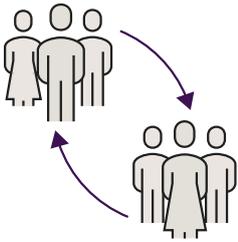


Activate your employer brand

Five tips to help you recruit and retain talent



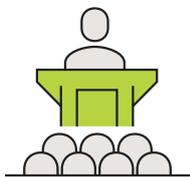
1. Partner with internal marketing and communications teams

Bring HR, marketing and communications together to unify company and employer brand messaging. Agree activities and responsibilities to strengthen authenticity and ensure a consistent candidate experience.



2. Build an inclusive and authentic toolkit

Use real employee stories, quotes and visuals, avoiding overly polished content to show authenticity and reflect a genuine employee experience.



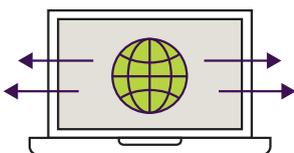
3. Activate through employee advocacy

Encourage staff to share their experiences by creating advocacy programmes, offering training and providing ready-to-share content they can personalise to help them be your brand ambassadors.



4. Optimise messaging across the full candidate journey

Tailor messaging at every stage – from attraction to onboarding – using data and tech tools like applicant tracking systems (ATS) or candidate relationship management (CRM).



5. Leverage technology to scale and diversify reach

Use programmatic and geo-targeting tools to distribute and refine your content and messaging, extending your reach and connecting you with diverse talent pools.

Discover more on

Activating your employer brand to recruit and retain in a challenging climate.