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Employer Branding Handbook

Presented by Junction Consulting February 23, 2023

About this Workbook

Welcome to your employer branding workbook. In the following pages you'll find a series of exercises that match the lessons and collaborative work that you will have started in our session together. They are also the most important part of the workshop – they are where you take the lessons and make them your own.

After this session your workbook will become a representation of the new skills that you have and a way for you to refer back to what you've learned to apply them to your work.

Your Employer Brand

Your Brand Story

What is the story that you want your staff telling their friends about your business?

Your Target Persona

Define the people you will be attracting to your business

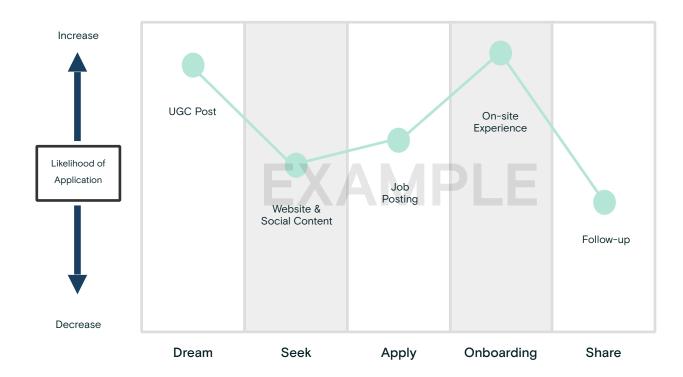
Their	^r demograpl	nics:
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- Age range
- Location
- Hobbies/interests
- Career seniority
- Education/experience

Where is their attention?	
What are they looking for in a career?	
What do they want from their employer?	
What do they need from their employer?	

Your Employee Journey

Define the touchpoints that will move your target audience from unaware to loyal staff member





How's your Employer Brand?

Review the following using the device(s) that your target employee would use and evaluate the following phases:

evaluate the following phases:
Dream - what does your brand say about you as an employer?
Seek - where would someone go to get more information?
Apply - is it easy to apply?
One Improvement in Each Phase Plan one simple way that you can improve the employee journey in each phase
Dream -
Seek -
Apply -
Onboarding -
Share -

Notes

Key takeaways about building your employer brand				

Thank you,

Junction Consulting

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