

JUNCTION_

Employer Branding Handbook

Presented by Junction Consulting
February 23, 2023

Your Target Persona

Define the people you will be attracting to your business

Their demographics:

- Age range
- Location
- Hobbies/interests
- Career seniority
- Education/experience

Where is their attention?

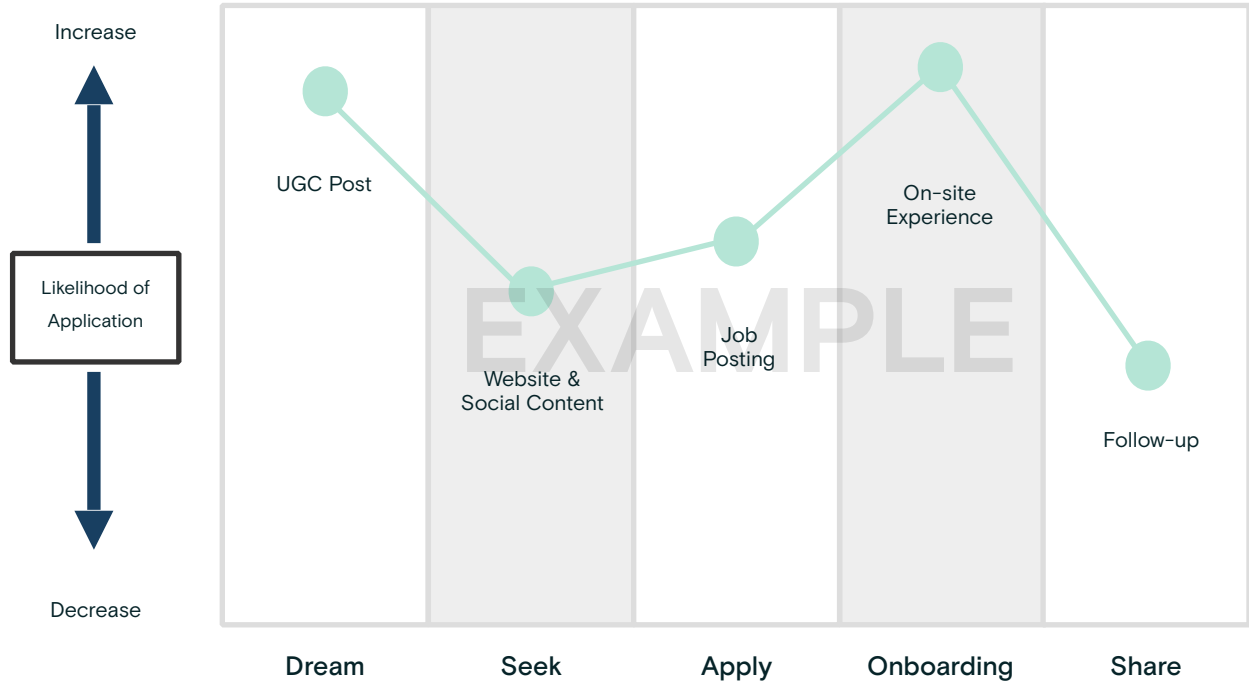
What are they looking for in a career?

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:

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 -

Thank you,

Junction Consulting

Find us online at:

wearejunction.com and @HeyJunction on [Instagram](#) and [LinkedIn](#).

Every week we send an email about what's happening in digital and why it matters.
Sign up for The Junction Brief at: brief.wearejunction.com

JUNCTION_CONSULTING