



EMPLOYER BRAND CHECKLIST

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Employer Brand Overview

Developing a strong employer brand differentiates you from your competitors. It is shaped by your organization's:

- Values
- Overall Company Culture & Team Sub-Culture
- Career Pathways & Growth Opportunities
- CSR, DE&I Initiatives
- Humanitarianism
- Recruitment Process
- Employee Onboarding and Off-boarding

An authentic employer brand is key to attracting, engaging, and retaining the right talent for your organization. The following checklist will help you audit your current employer brand to identify components you're effectively delivering on, as well as areas that may present opportunities for improvement.

ONLINE PRESENCE

- Main Company Website
- Company Career Site or Microsite
- Online Reviews

1. Is your career site mobile friendly?
2. Does your site highlight your values and communicate your unique story?
3. Are your job postings and descriptions up-to-date, clear, and inclusive?
4. Can a user find your careers information and open roles easily?
5. Do you include employee stories on your career homepage and job description pages?
6. Is your content up-to-date? Are you using current visuals and copy?
7. Are you actively reviewing, monitoring and responding to employee reviews on sites like glassdoor, indeed, and google?

SOCIAL MEDIA PRESENCE

Company Social Profiles

Company Career Social Profiles

1. Are you using multiple social media outlets (Facebook, Instagram, LinkedIn, Twitter, TikTok, Pinterest)?
2. Are you using a content calendar to plan, schedule, and post content?
3. Are you sharing employee stories and content including visuals of actual employees?
4. Are you posting at least once a week? Are the posts about current events, initiatives, employees?
5. Are you posting a variety of content (not only available open roles)?
6. Do you have someone on your team to oversee and manage social media content, posting, and activity?
7. Are you measuring engagement and the effectiveness of your posts?

RECRUITMENT

- Recruiting Channels (Digital, Social and Traditional)
- Recruitment Advertising
- Hiring Events
- Job Advertisements & Descriptions
- Job Posts Distribution
- Social Recruiting

1. Are your job postings tailored to the target applicant you want to hire?
2. Do all communications align with your employer branding strategy?
3. Are you building a talent pool of good culture fits. you can nurture and tap into when the right role is available?
4. Are you communicating your culture and values through the recruitment process effectively to candidates?
5. Are your employees engaging with local industry communities to attract new talent?

CANDIDATE EXPERIENCE

- Application Process
- Applicant Screening
- Interview Process
- Selection and Notification Process
- Onboarding Process
- Training Process

1. When does your candidate experience start and finish for an applicant?
2. Is the application process seamless, mobile and user friendly?
3. Does your hiring/ interviewing team represent your employer brand?
4. Do you follow up with applicants consistently throughout the process?
5. Do you engage applicants throughout each phase of the candidate experience?

CURRENT AND EXITED EMPLOYEES

- Performance Management Process
- Current Employees
- Exited Employees

1. Is your performance management process reflective of your employer brand?
2. Does your performance management system allow for employee feedback?
3. Have your employees participated in an employer brand survey?
4. Are you conducting exit interviews? If so are you collecting information on the impact of your employer brand?

**Interested in having us help you
with your Employer Brand &
Recruitment Marketing?
Contact us today.**

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Job Description Templates



Job Descriptions Best Practices

Stand out and attract the right candidate by writing effective job descriptions.

Job descriptions should be clear, concise, and accurate. Follow the suggested checklist included to ensure you're adding all of the appropriate information.

Job Descriptions Checklist

- Job Title
- Role Description
- Required or Preferred Qualifications
- Responsibilities
- Salary & Benefits
- Company Profile/About

Downloadable Job Descriptions



CNA Sample Job Description Example



LPN Sample Job Descriptions



RN Sample Job Descriptions