

Annemieke Siebrand – Van Oers

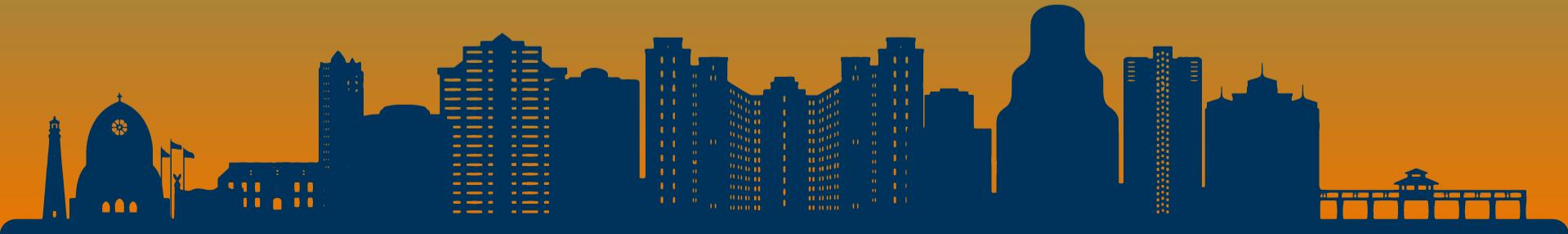
19<sup>th</sup> April 2024

9.15 – 10.00h



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# Employer branding

- HR vs Marketing
- What is Employer branding?
- Why Employer branding?
- Next steps
- Case Van Oers

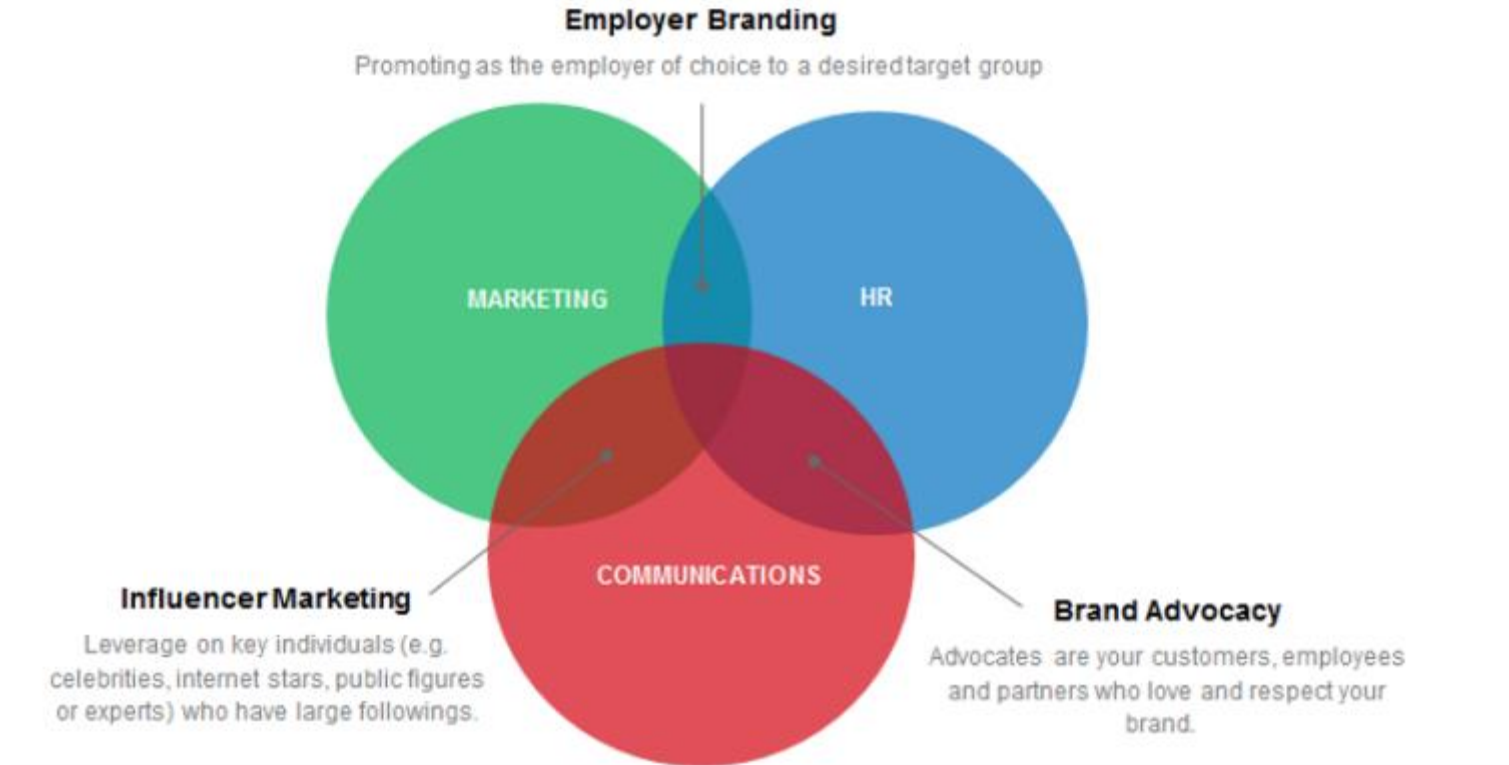
# HR vs Marketing

HR and Marketing are two distinct areas within any organization, but increasingly there is a need for them to collaborate and work together.

Communication is the key in both the functions.

Communications and HR can cross-pollinate to build reputation and capital with these 3 following strategies.

- HR + Marketing = **Employer Branding**
- Marketing + Communications = **Influencer Marketing**
- Communications + HR = **Brand Advocacy**



# HR vs Marketing

- Traditionally, Marketing and Human Resources (HR) are two very different and separate functions of any organization.
- Marketing communicates with the customer of the organization and is responsible for advertising, branding and design, social media, etc. Human resources communicates with the employees of the organization and are responsible for job descriptions, policies and processes, sourcing strategies, etc.
- Lines are fading: marketing takes care of business branding in the minds of the customers and stakeholders in the marketplace. HR takes care of the employer branding of the organization as an employer in the minds of the potential candidates as well as the existing employees of the organization.

# HR vs Marketing

Marketing and HR need to combine forces, working towards improving the following initiatives:

- Company branding and employer branding go hand in hand.
- Recruiting talent requires a marketing skillset.
- The Employee retention is parallel to customer retention.

# What is Employer Branding?

- Employer branding refers to the company's reputation as an employer.
- It includes the company's culture, values, and how they treat their employees.
- It is important to attract and retain top talent.
- A company can differentiate itself from competitors with a strong employer brand.

# Why employer branding is important



Improves employee retention and engagement.



Attracts top talent who share the company's values.

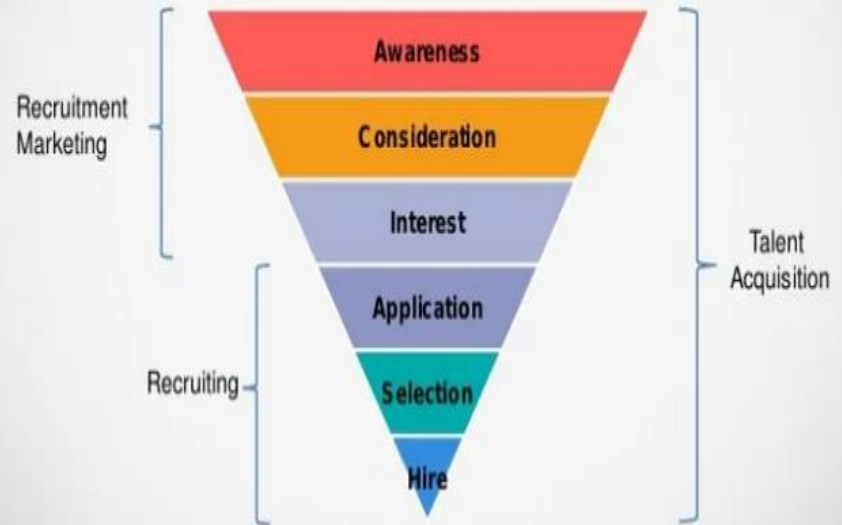


Enhances the company's reputation and brand image.



Can lead to increased profitability and revenue.

## Recruiting vs. Recruitment Marketing





## The main 4 goals:

1

Make potential candidates aware of your company and opened positions.

2

Trigger their interest into your company.

3

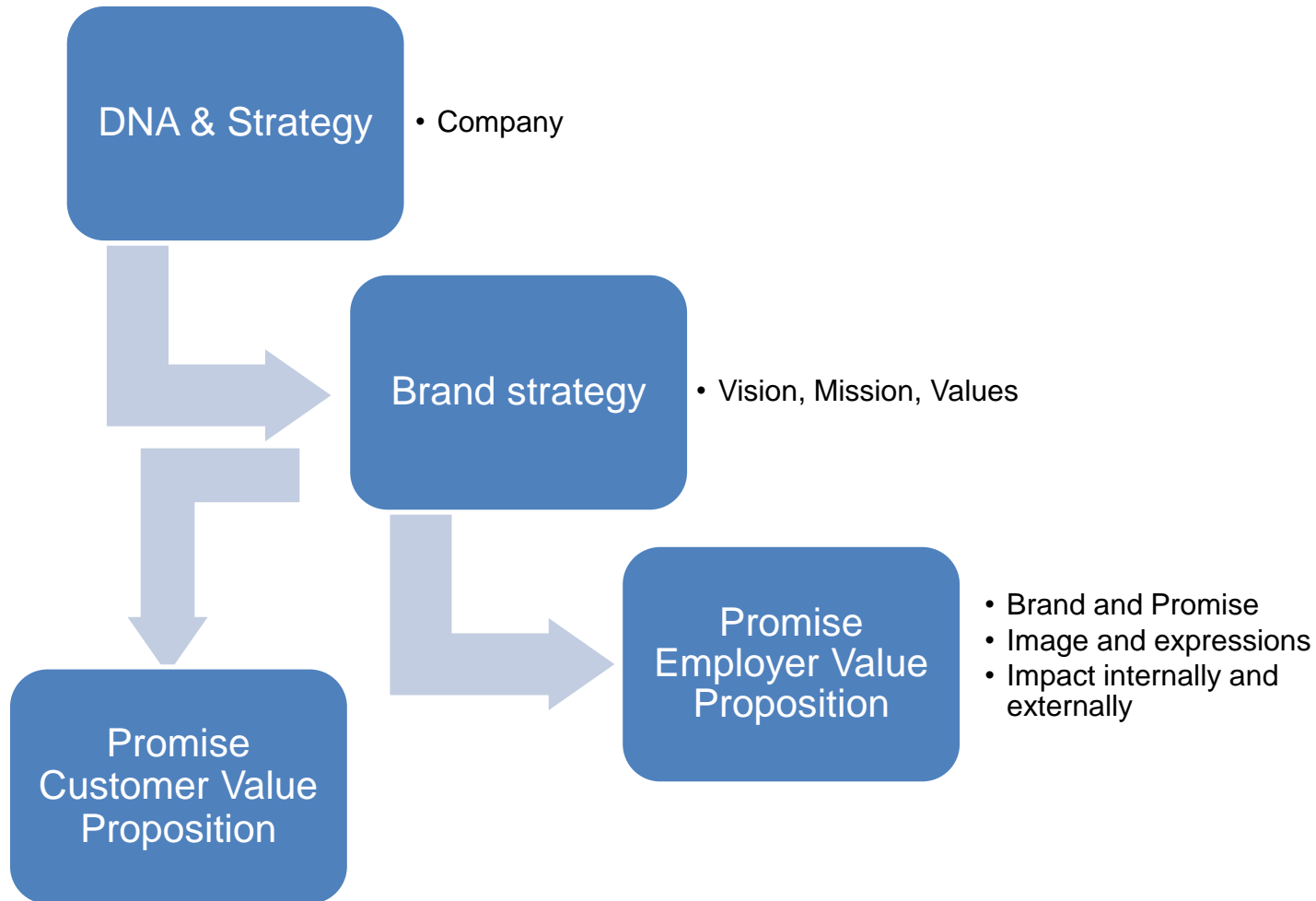
Make them consider you as their next employer of choice.

4

Drive talent to apply to the open positions your company has available.

# Why employer branding is important

*“When your brand is strong, candidates will be more interested in pursuing a position with your company compared to others. Your brand has a unique employee value proposition: something that only your company can offer its employees.”*



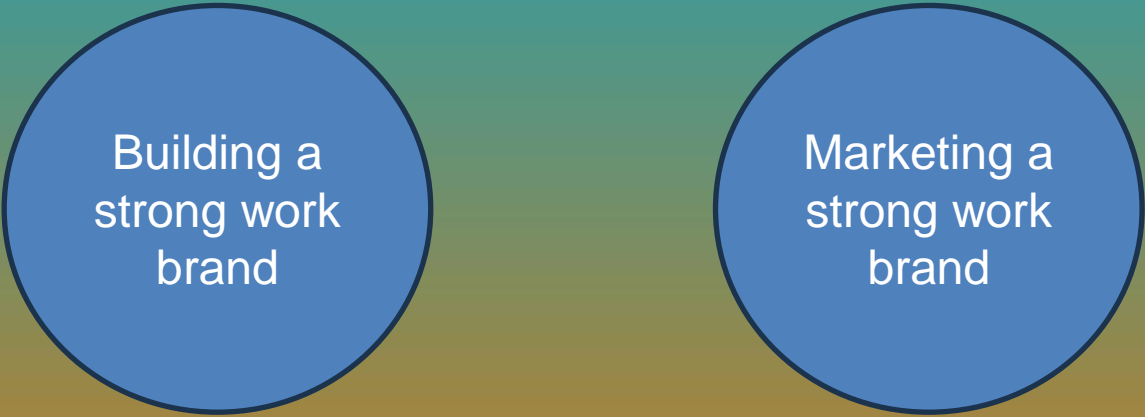
# Why employer branding is important

- Purpose: Why do you exist?
- Vision: What do you aspire to do? How will you achieve what you set out to through your brand strategy?
- Values: Who are you? What do you believe in? How do you work?

It's your brand values that will nurture long-lasting relationships, distinguish you from the competition and help you rise above the rest.

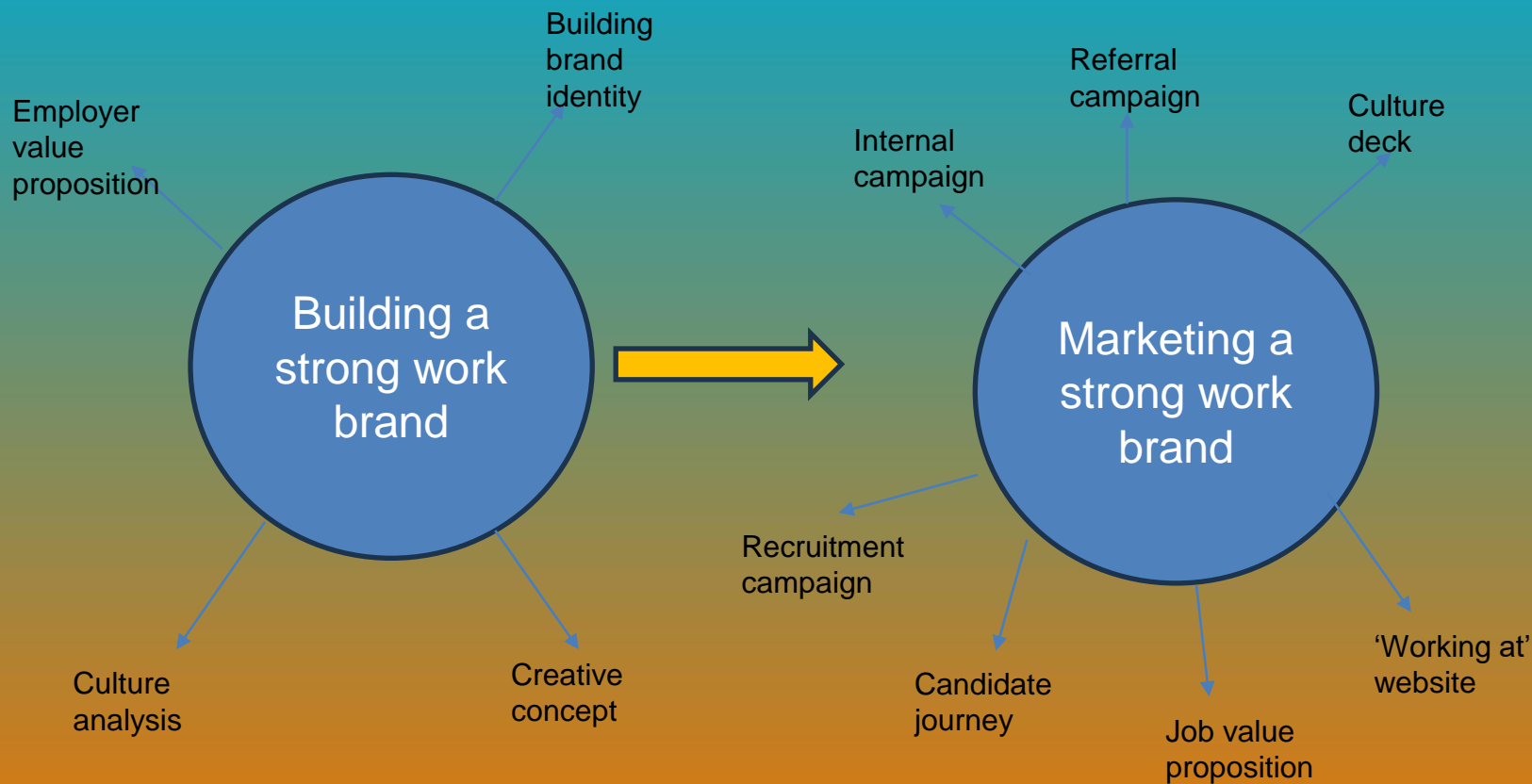
# Examples Brands with a clear value





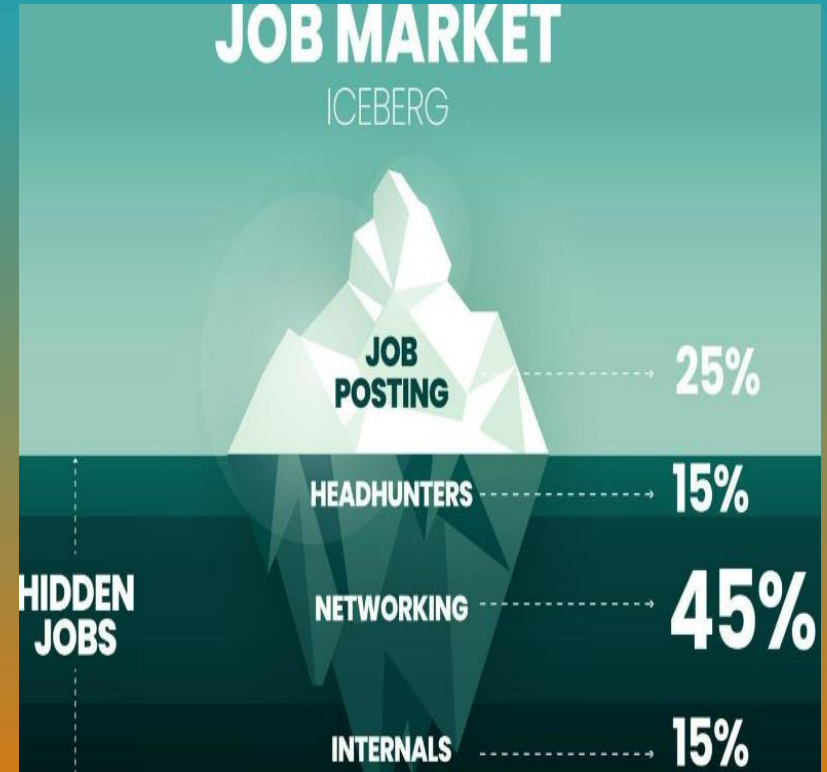
Building a  
strong work  
brand

Marketing a  
strong work  
brand



# What's next?

- What is distinctive about you as an employer? In general, but also compared to competitors?
- Which target group are you dealing with?
  - What are their challenges?
  - Which themes do they consider important?
  - Where do they see opportunities?
- What's your EVP?





# Case Van Oers

- 13 years since the launch of the old corporate identity and brand umbrella.
- Over the years, Van Oers has grown into an organization with various other disciplines.
- Started a project with a clear end goal: redefine the Van Oers culture including mission, vision and values. (How can we distinguish ourselves from competitors? What makes us unique? Why do people work at Van Oers? Who is the Van Oerser? What makes Van Oers, Van Oers?)
- Create a clear policy (internal/external) on how we can use the brand umbrella.

# Case Van Oers - old

Paraplumerk

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# Case Van Oers - new




# Case Van Oers - websites

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## Onderneem met voorsprong

Is de financiële dienstverlening voor jou meer dan goed rekenwerk en lijkt het je daarom geweldig om met team Van Oers aan onze klanten te laten zien wat ondernemen vanuit financiële stabiliteit hen oplevert? Dan geven we je alle ruimte om voor hen én voor jezelf de mooiste kansen te creëren. Welkom bij het kantoor dat vooroploopt en de resultaten voor zich laat spreken.


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## Onderneem met voorsprong

ervaar hoe het is om te ondernemen vanuit financiële stabiliteit

Breek vrijblijvend uw toekomstplannen door met een specialist

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### Onze diensten

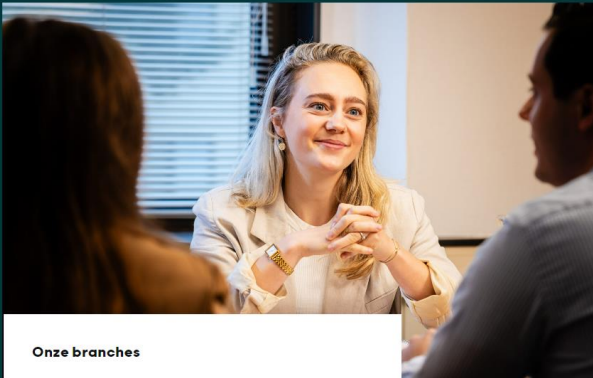
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# Case Van Oers

- Employer Value Proposition (EVP)
- A strong campaign
- Several on- and offline channels.

**Questions?**

