

EMPLOYER BRANDING CHECKLIST

PHASE 1 - STRATEGY DEVELOPMENT

The first phase is defined by research, structure, and planning. More specifically, during the first phase, you can expect to gather data, create candidate personas, set timelines, allocate resources, and conceptualize content and media needed to bring your brand to life.

- Gather data from your employees using internal, anonymous surveys.
- Conduct research on a few of your key competitors and see how they are positioning themselves as an employer.
- Define your EVP based on the feedback from employees and relative to your competition. This can usually be reduced to a one or two sentence positioning statement.
- Begin making your candidate persona. Download our [Candidate Persona Template](#) to help you get started.
- Set up an internal kickoff meeting with your recruitment, and potentially even your marketing team, to discuss your campaign strategy.

PHASE 2 - IMPLEMENTATION AND MONITORING

Before you can reach that level of differentiation and the benefits it provides, you need to roll out your initiatives and monitor and optimize them as you go - that is where phase two comes in.

- Have your internal meeting to conceptualize your content plan and think about how you can make small adjustments to your EVP to better align with your candidate personas.
- Use project management tools to organize your content copy, timeline, and budget in one place.
- Set your KPIs. Check out this list of [recruitment marketing KPI metrics](#) to help you get started and see how you can adjust them to align with your hiring goal.
- {Optional} Schedule weekly or bi-weekly meetings to re-evaluate content performance and make adjustments as necessary.
- Create an end-of-project report that helps you materialize the efforts of your campaign and how they helped to contribute to your hiring goals.