



Employer Branding – Enhancing an Organization's Reputation as an Employer of Choice

Overview

In today's competitive talent market, organizations must differentiate themselves to attract and retain top talent. This training program provides a comprehensive approach to building and enhancing an employer brand that resonates with prospective and current employees, positioning your organization as an employer of choice.

Target Audience

- HR professionals
- Talent acquisition specialists
- Employer branding managers
- Marketing and communication teams
- Business leaders focused on employee engagement and retention

Objectives

By the end of this training, participants will:

1. Understand the components and importance of employer branding.
2. Develop strategies to align employer branding with organizational goals and culture.
3. Identify tools and platforms for effective employer branding.
4. Create a compelling Employee Value Proposition (EVP).
5. Monitor and measure the impact of employer branding initiatives.

Course Content

Module 1: Introduction to Employer Branding

- What is employer branding, and why does it matter?
- The link between employer branding, employee engagement, and talent acquisition
- The role of culture and values in employer branding

Module 2: Building a Strong Employee Value Proposition (EVP)

- Defining the EVP: Attracting the right talent
- Aligning the EVP with organizational culture and goals
- Communicating the EVP effectively

Module 3: Employer Branding Strategies

- Internal branding: Engaging current employees as brand ambassadors
- External branding: Attracting top talent through authentic storytelling
- Leveraging social media and online platforms

Module 4: Tools and Technologies for Employer Branding

- Platforms for showcasing your employer brand (e.g., LinkedIn, Glassdoor)
- Using analytics to track branding effectiveness
- Crafting impactful content to attract diverse talent

Module 5: Measuring Employer Branding Success

- Metrics to assess branding impact (e.g., Net Promoter Score, application rates)
- Conducting surveys and gathering feedback
- Continuous improvement of branding initiatives

Training Methods

- Expert-led lectures and interactive discussions
- Case studies from successful employer branding campaigns
- Hands-on workshops for EVP development and content creation
- Group brainstorming sessions
- Action planning for implementing employer branding strategies

Duration

- **Option A:** 2-day intensive workshop
- **Option B:** Self-paced online learning

Training Materials

Participants will receive:

- A detailed employer branding guide
- Templates for creating an EVP and branding strategy
- Access to case studies and branding tools
- Certificate of completion

Expected Outcomes

Participants will be able to:

- Design and implement a cohesive employer branding strategy.
- Develop an authentic EVP that reflects organizational values.
- Utilize tools and platforms to amplify the employer brand.
- Monitor and evaluate the effectiveness of branding initiatives.
- Enhance their organization's reputation as an employer of choice.

Facilitators

Our facilitators are experienced professionals in HR, marketing, and employer branding, with a proven track record of helping organizations build strong employer brands. They bring practical expertise and actionable insights to the training.

Fees and Registration

- **Fee:** NGN485,925 for self-paced online | NGN675,000 for a 2-day virtual-live sessions
- **Mode:** In-person/Virtual (select based on preference)

Employer branding is key to attracting top talent and retaining a motivated workforce. **Sign up today to build a brand that employees want to join and stay with!**

...Your partner in HR excellence

For group registrations, corporate training options, or more information, please contact our admissions team at info@hrondeckservices.com or call +2349044642114
