

WORDS: TINA RADCHIRO

7 WAYS TO SELL YOUR EMPLOYER BRAND

Whether you want one or not, every company has an 'employer brand'. This is your reputation as an employer.

For well over a decade now, HR professionals have been applying the principles of marketing in the pursuit of 'employee of choice' status for their organisations. In the process, they have expended enormous amounts of time, energy and money in advertising and promoting the 'employer brand'.

In the current climate, where we are experiencing tougher times, the employer's brand is really on show, as organisations will be judged on how they manage through the tough times of restructuring and redundancies.

Employer branding is central to the concept in HR Marketing. It defines the personality of a company as a preferred employer. It usually answers one basic question, why should anyone join the company (instead of any other company) and what make the company a great place to work.

The employer brand is the most powerful tool for attracting, engaging and retaining the right 'talent/culture fit' that will help leaders grow their organisation.

Like any brand, your employer brand is about perception - it involves basic product marketing strategies. However, in this case your product is your people and the employment experience, your customers are your employees and prospective employees.



STEPS TO DEVELOPING AN EMPLOYER BRAND:

1. Understand your business objectives - what is the vision and strategic direction for your organisation?
2. Identify your talent needs - determine what talent, skills and knowledge are needed to accomplish key business objectives in the future.
3. Determine the employer brand attributes - determine those key attributes that define the employment experience with the organisation. Make sure that the messages you communicate to prospective employees are accurate and true.
4. Link the employer brand to the corporate brand - understand your organisation's current branding position to decide how to best leverage the employer branding strategies of your consumer brand.
5. Develop the employer message and creative concept - present the employment experience in the most compelling way. Develop messages that will engage the right candidate. For example if you are targeting Gen Ys ensure your marketing messages and images are attractive to that demographic.
6. Measure results - you cannot improve what you cannot measure. To determine if you are 'living the brand' as an employer, solicit feedback from recent hires and those employees who are identified as high potential talent.
7. Execute the brand strategy and evaluate - unveil the employer brand initiatives in-house to gain support among employees to help engage new talent. Linking rewards and recognition to such initiatives as the employee referral program can be a very effective way of getting employee support.

THE WRAP UP

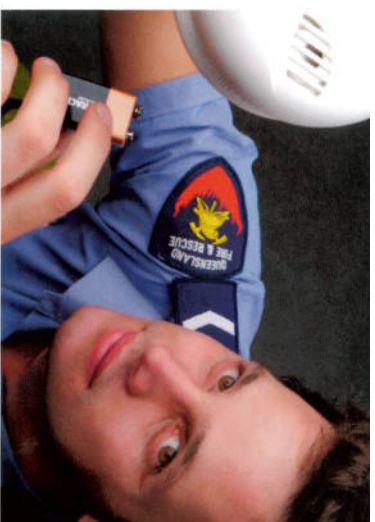
Were you a fool?

WORDS: PATRICK MARTIN

It doesn't matter where you are on the globe, April 1st is traditionally a day of laughter - be it a fly in an ice cube or whoopee cushion on a chair, everyone one loves a good April Fool's Day prank. At Red PR, however, April 1st meant something totally different as we teamed up with the Queensland Fire and Rescue Service (QFRS) and Duracell for the second progressive year for its annual Don't be a Fool Change your Smoke Alarm Battery community safety campaign.

Convincing Queenslanders that there is a serious side to the funniest day of the year is not an easy task, with the state-wide campaign reminding residents that only working smoke alarms save lives commencing months in advance.

From community service announcements to merchandise management, national television and radio coverage to community barbecues and giveaways, the passion behind the large scale campaign remained until



the last battery was changed.

Along with promoting the key safety messages of the campaign, the coverage also raised the profile of the Queensland Fire and Rescue Service and the important services it provides to the community. From a client perspective over \$1 million worth of publicity was achieved over a three month period, with a ROI of close to 1000%. As a result of the Red PR campaign Queensland reported the strongest sales in barbecues nationally with a growth of nearly 15% in selected product sales.

Red PR worked closely with all QFRS staff and media contacts to exceed previous expectations and again saturate the market with the life-saving message Don't be a Fool Change your Smoke Alarm Battery.

Fundraising in a recession

WORDS: PATRICK MARTIN

While the world seems focused on the collapse of multinational organisations and what the recession means for them, few spare a thought for the sector most crushed by the weight of global economic crisis - Not-for-Profit.

In Australia particularly, 2009 has been a nightmare year for charities - not only were citizen donations and corporate support significantly affected by the recession, but potential for further support dramatically declined after the nation dug deep to support those devastated by the Victorian bushfires.

For Cystic Fibrosis Queensland, which receives less than seven percent government funding, this

places all the more importance on remaining top of mind in the media and raising money through events and fundraisers.

Widely regarded as Brisbane's social calendar as the ball to attend, this year's annual Cystic Fibrosis Ball at the Brisbane Convention and Exhibition Centre was no exception, with an evening of sophistication, couture, fine dining and A-list entertainment all in the name of supporting a very worthy cause.

Emceed by popular Channel 9 News presenter Eva Milic and featuring entertainment from 'The Rat Pack's Back' and a silent auction for a ready-to-sail boat worth over \$15,000, the ball was a fantastic



evening that assisted in raising vital funds to support those living with Australia's most common life threatening condition.

The annual Cystic Fibrosis Queensland Brisbane Luncheon will be held on October 9th.

TO BOOK TICKETS TO THE LUNCHEON OR TO DONATE TO CYSTIC FIBROSIS QUEENSLAND VISIT WWW.CFQ.ORG.AU OR PHONE 3359 8000.