

THE EMPLOYER BRAND PLAYBOOK



A PLAYBOOK FOR STRATEGIC EMPLOYER BRANDING

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RENT A RECRUITER

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WHY EMPLOYER BRANDING NOW?

Employer branding isn't a 'nice-to-have' anymore it's a highly strategic business strategy.

When hiring is defined by pay transparency, AI acceleration, and remote work, the narrative around your company has real business impact. This playbook is designed to help you take control of that narrative, fast.

Your employer brand is already out there. The question is: who's telling the story - you, your people, or disgruntled ex-employees with a vendetta and a Glassdoor login?

This whitepaper cuts through the noise and tackles real-world strategies to help HR leaders and C-suite execs manage, evolve, and capitalise on their employer brand. We explore no-cost culture hacks, fast wins through AI and recognition, long-term reputation investments, and when to put your money where your mouth is.

Whether you're a startup scaling your culture or an enterprise rebranding your EVP, this guide gives you the roadmap.





THE 4 PILLARS OF EMPLOYER BRAND EXECUTION

NARRATIVE CONTROL

Clarify and articulate your EVP and company story

EXPERIENCE CONSISTENCY

Align internal culture with external messaging

ENGAGEMENT AT SCALE

Activate employees and content engines

REPUTATION MANAGEMENT

Respond to feedback, reviews, and public sentiment

Each tactic in this playbook ladders up to one of these pillars. Strategic execution means understanding where you're strong and where you're leaking trust and talent.



KEY WEBINAR INSIGHTS

Something Free: Low-Cost, High-Impact Tactics

- **Employee Recognition:** Recognition isn't a nice-to-have it's a brand asset. According to Brendan Ring, capturing and sharing recognition moments reinforces culture and provides rich, authentic content.
- **Employee-Generated Content (EGC):** Gillian Horan urges teams to treat staff as co-creators. Personal stories build authenticity, foster engagement, and offer a goldmine of shareable content.
- **Review Engagement:** Kevin Brennan highlights that companies can respond to Indeed and Glassdoor reviews for free. Timely, empathetic responses enhance credibility and trust.

Something Quick: Fast Wins with AI & Reviews

- **AI-Enhanced Job Posts:** Kevin recommends reformatting job descriptions using ChatGPT to emphasise benefits within the first 7 seconds, the average time job seekers spend reading.
- **Internal Education:** Brendan suggests quick workshops to educate teams on employer branding. Alignment across departments boosts consistency and accountability.
- **Leverage Reviews Strategically:** Prompt happy employees (e.g., after probation) to leave reviews. Timing is everything. Think less "manipulative," more "strategic influence."



KEY WEBINAR TAKEAWAYS

Something Slow: Long-Term Strategy Plays

- **Develop or Revisit Your EVP:** Gillian underscores the need to constantly refine your Employee (or People) Value Proposition. It must reflect evolving culture, align with strategic goals, and feel authentic.
- **Culture-Led Branding:** Brendan reminds us: if the story you're telling doesn't match the lived experience, you'll hemorrhage trust and talent. Purpose and values must permeate.
- **Improving Ratings Over Time:** Consistently collecting positive reviews (especially recent ones) on Glassdoor/Indeed boosts visibility and conversions.

Something with a Cost: Where to Invest

- **People:** Hire an internal employer branding lead or community specialist. Someone needs to own the narrative and drive content.
- **Platforms:** Brendan's team uses Workvivo to unite a remote workforce, drive engagement, and generate EGC at scale.
- **Paid Employer Brand Tools:** Kevin recommends Glassdoor/Indeed's employer branding hub. Control top reviews, remove competitor ads, and increase conversions.
- **External Expertise:** Bring in strategists to clarify messaging, develop EVP, or run training. Think of it as brand therapy.
- **Paid AI Tools:** Invest in secure AI platforms for scalable content, automation, and data storytelling.





EMPLOYER BRANDING INSIGHTS

This report analyzes the performance of content published by Fradel and Spies across various platforms. Key findings indicate strong engagement rates but opportunities for improvement in content formats and audience targeting. The goal is to assess the effectiveness of our content strategy in reaching and engaging our target audience.

Industry Insights

Cost per hire reduction: 50%



Reduction in cost per hire

Employee Turnover: 28%



Reduces turnover

Job Seeker Behaviour: 86%



Reduces turnover

Employee Trust: 78%



Employees trust their employer more

Trends to Watch



Pay transparency legislation increasing globally



Rise of marketing recruiters and people-marketing hybrids



AI-enabled EVP articulation and career site personalisation



TOP 3 EMPLOYER BRAND FAILS + FIXES

We've kept it simple, here are three of the most common and avoidable employer brand pitfalls we see across industries. These quick-fire fails show up in everything from EVP launches to Glassdoor responses. Fortunately, so do the fixes.



MISMATCH BETWEEN EVP AND REALITY

You can craft a beautifully worded EVP, but if it doesn't reflect what employees actually experience, it will do more harm than good. Candidates will feel bait-and-switched, and current staff will disengage. Nothing erodes trust faster than branding that over-promises and under-delivers.

Fix: Run internal listening sessions before refreshing your EVP. Get unfiltered insights on what people value, not just what leadership wants to say. If your values are purely aspirational, turn them into roadmap goals - not slogans.



INVISIBLE EMPLOYER BRAND OWNERSHIP

When everyone owns employer branding, no one owns it. Lack of clarity around who's responsible for execution leads to siloed content, inconsistent messaging, and zero momentum. Most employer brand strategies die in committee.

Fix: Assign a single point of accountability ideally a talent, brand, or people-marketing lead. Even if it's just 20% of their role, someone needs to drive the engine, gather inputs, and make decisions.



GENERIC EMPLOYER BRANDING THAT SAYS NOTHING

Most employer brand messaging sounds eerily similar: "We're collaborative, fast-paced, and value our people." Great but so does everyone else. When your EVP sounds like it came from a B2B branding template, it won't cut through. Generic positioning means your brand blends in, not stands out and top candidates scroll right past.

Fix: Audit your current messaging and remove anything that could apply to any other company. Double down on specificity: what actually makes your work environment different, harder, better, or even charmingly awkward? The details make the brand.

GETTING PEOPLE INVOLVED

-When They'd Rather Just Do Their Job



Let's be real. Most employees don't show up to work excited to co-star in your next LinkedIn video.

From HR feedback we've heard consistently: "It's difficult to get people involved."

Why? Because in many work cultures, visibility = vulnerability. Sharing personal stories, appearing in employer branding content, or even posting a Glassdoor review can feel risky, performative, or like extra work.

What's Really Going On

- People are busy. If there's no clear benefit, they won't opt in.
- Top-down asks feel corporate. "We need content" isn't inspiring.
- Trust is a prerequisite. If culture doesn't feel psychologically safe, people won't go public.

What Works Instead: Four Low-Friction Tactics

- **Observe, Don't Ask (at first)**

Start by mining existing internal moments Slack wins, peer praise, or onboarding stories. Turn these into content without asking people to perform.

- **Give Before You Ask**

Offer early access to perks, swag, or visibility opportunities in exchange for small actions like nominating a colleague or sharing a quick insight.

- **Start Small with the Willing Few**

Build a "Culture Content Crew" just 5–10% of employees who are naturally more vocal or creative. Let them lead, test, and inspire others.

- **Frame It as Career Currency**

Show how contributing to employer branding isn't just about the company it's a portfolio piece, a leadership signal, and a way to build professional reputation.

You don't need every employee involved. You need systems that make it easy, safe, and personally beneficial for some people to participate. Culture will do the rest.



Small-to-Mid Companies

ACTION PLAN

30/60/90-DAY

For growing companies, employer branding often falls into the “important but not urgent” bucket until hiring stalls, Glassdoor reviews tank, or top candidates ghost after final round interviews. The challenge isn’t intent; it’s bandwidth and ownership. These next 90 days are designed to help small teams build employer brand momentum with limited resources, turning underused internal content and employee goodwill into real traction.

30 Days

- Run a team session on employer branding 101
- Audit existing employee content (photos, posts, testimonials)
- Claim and update your Glassdoor/Indeed pages

60 Days

- Launch an employee-generated content challenge (e.g. "A Day in the Life")
- Encourage Glassdoor reviews post-onboarding
- Use ChatGPT to optimise job ads and social copy

90 Days

- Draft or refresh your EVP
- Present a data-led employer branding business case to leadership
- Begin testing low-cost platforms like Workvivo, Haiilo, or Sociuu



Enterprise Organisations

ACTION PLAN

30/60/90-DAY

In larger organisations, the challenge isn't awareness, it's alignment. Employer branding often sits fragmented across HR, marketing, and talent acquisition, with inconsistent messaging, duplicated efforts, or internal politics blocking progress. This 90-day plan focuses on establishing ownership, unlocking internal stories at scale, and tying employer branding back to business impact - without getting buried in cross-functional noise.

30 Days

- Assign employer branding ownership internally
- Review review data and benchmark competitors
- Conduct listening sessions across departments

60 Days

- Develop a multi-channel content calendar (LinkedIn, email, Glassdoor)
- Launch recognition and referral campaigns
- Invest in paid review tools or brand hubs (Indeed/Glassdoor)

90 Days

- Engage an external strategist to refine EVP
- Launch branded internal training on culture storytelling
- Start quarterly reporting to leadership on impact and ROI



EMPLOYER BRANDING SELF AUDIT

Before you invest time or budget into your employer brand, it helps to get brutally honest about where you stand today. This quick self-audit is designed to give you a snapshot of your brand's current strengths, gaps, and blind spots based on five core pillars of employer branding. Use it to spark internal conversations, prioritise your next moves, and build a stronger business case for change.

Brand Self-Audit Tool

Score your employer brand on 5 factors (1–5):

- EVP clarity
- Internal alignment
- Review visibility
- Employee-generated content
- Platform utilisation

Add up your score and see where you land:

- 5–10 = Invisible
- 11–15 = Emerging
- 16–20 = Strong Contender
- 21–25 = Brand Magnet



SPEAKER KEY TAKEAWAYS



Brendan Ring
Chief People Officer - Otonomee.

Key Quote:

"You can't fake a good culture. If you try, Glassdoor will out you in three weeks flat."

Key Takeaway:

Recognition is brand equity. Culture is only believable if it's consistently lived and seen.



Gillian Horan
Founder - The Pudding

Key Quote:

"You don't need more content. You need to unlock the content you already have."

Key Takeaway:

Your best content is already in the building. Enable employees to be co-creators, not passive recipients.



Kevin Brennan
National Account Manager - Indeed

Key Quote:

"If you're not responding to reviews, you're letting someone else write your brand story."

Key Takeaway:

Control what you can. From job ads to Glassdoor, every touchpoint tells your story, whether you shape it or not.



RENT A RECRUITER

A COST-EFFECTIVE ALTERNATIVE TO AGENCY SUPPORT

Experienced In-House Teams:

Our expert talent acquisition teams embed into your HR department, offering end-to-end recruitment support that's both efficient and effective.

On-Demand Resources:

Get access to essential resources exactly when you need them, ensuring your recruitment process is seamless and stress-free.

Technical Expertise:

With specialist support in technical domains, we bring winning strategies and deep talent pools to help you scale your business effortlessly.

Consultancy Reports:

Employer branding audits, Employee Net Promoter surveys & analysis reporting, Attrition & Retention (A&R)



Experience the difference of professional, efficient, and innovative recruitment solutions tailored to your unique needs.



AWARD WINNING RECRUITMENT SOLUTIONS

Our flexible embedded plans for on-demand recruitment support are designed to significantly lower your cost and time per hire, and provides you with the competitive edge you need in attracting talent.

Our Partnership Objectives:

- ✓ Drive down your overall cost of talent acquisition.
- ✓ Reduce your team's time spent on recruitment duties.
- ✓ Increase the efficiency of your company's time-to-hire.
- ✓ Release the pressure points in your current recruitment model.



Book a complimentary consultation with our talent team

www.rentarecruiter.com | sales@rentarecruiter.com



Thank You.

**Contact our team today
for professional recruitment support.**

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sales@rentarecruiter.com