



2023 Fortune 100 Employment Branding Report

Our ninth annual report ranks employment brands of the Fortune 100 from the perspective of a jobseeker.



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About the research

WilsonHCG's 2023 Fortune 100 Employment Branding Report analyzes the employment brands of the Fortune 100 from the perspective of a jobseeker. Back in 2014, WilsonHCG built the methodology to objectively evaluate employment brands – something that had never been done before. Since then, we've evolved the criteria to pace with the changing job market and candidate expectations. This year marks the ninth report we've produced. WilsonHCG's employment brand research focuses on six key components: recruitment marketing, job advertising and promotion, career pages, employee and candidate perspectives, accolades and corporate social responsibility. The report further breaks down these components into essential benchmarks, which our team of researchers use to determine a score and subsequent ranking. Learn more [here](#) about our research findings, and view our [rankings](#) to see which companies topped the list.

A letter from our CEO

Last year was a phenomenally busy year for those of us in talent acquisition, but you don't need me to tell you that. The rate of change we experienced in 2021 accelerated throughout 2022. It was hard to keep up at times! The way we work continued to evolve. Hybrid working, for example, has become the new norm – it balances the needs of employers with the interests of employees, so it's no surprise to see that it's become a permanent fixture in today's workplaces.

There were many more changes in the world of work as employers reacted to what was the most competitive candidate market in history. For example, total rewards programs became a mainstay. Not just because they helped companies to manage soaring wage costs, but also because of the positive impact they have on employee well-being. An attractive employee value proposition (EVP) goes a long way with today's jobseekers. Candidates are a lot more open about what they expect in a career today. They want to work for companies that care (for them, the environment and society), they want the chance to progress and the flexibility to work in a way that suits them as an individual.

So, what does this evolution mean for talent acquisition leaders? In simple terms, it means your employment brand is probably due an update to reflect your EVP. After all, your EVP and employee experience (which have changed over the past 12 months) must be aligned with your employment brand. Talent leaders are not the only ones who are in evaluation mode right now. Leadership teams are evaluating absolutely everything, including everything under talent acquisition and talent management to determine areas that would benefit from optimization.

For this report, we analyzed the employment brands of the Fortune 100. The results were interesting. There were some examples of solid employment brands, but most had

room to grow (the average score this year was 64 points out of 100).

Want to know which companies performed the best? And what they did to be recognized on our top-ranked list?

[➔ Find out in the pages that follow](#)

Be proud of the employee experience your company provides and encourage your employees to tell their stories in their own words. This will help you attract and retain top talent in what is set to be another unpredictable year. In this type of market, overcommunication and transparency are absolutely critical. Colleagues want to feel connected and it's your job as a leader to ensure they feel that way.

Happy reading!

John Wilson

CEO, WilsonHCG



Methodology

ABOUT THE METHODOLOGY

WilsonHCG's 2023 Employment Branding Report evaluated the employment brands of the Fortune 100. The evaluation focuses on six key components: recruitment marketing, job advertising and promotion, career pages, employee and candidate perspectives, accolades and corporate social responsibility. Each category was weighted based on their relevance to employment branding and the tools and resources available to objectively score them. In total, 100 points were available.

Recruitment marketing

19 points

There was no change in the number of points allocated to recruitment marketing this year. However, we have added additional criteria that accounts for the increasing importance of employee resource groups (ERGs) and diversity, equity, inclusion and belonging (DEIB). According to Benevity's 2022 State of Corporate Purpose: 80% of employees believe it's the responsibility of company leadership to take action on addressing racial justice and inequity; 77% believe it's important for companies to allow difficult conversations around race and social issues to occur at work; and 50% of employees would stay at a company because it offered ERGs. The criteria for this category include:

- ✓ Company blog on company website
- ✓ Company social media pages linked on corporate or career website
- ✓ Employee testimonial videos on career website
- ✓ Insights on workplace culture and wellness initiatives
- ✓ Information on employee benefits and perks on career website
- ✓ Mental health specific support programs or benefits
- ✓ Veteran recruitment program/initiatives
- ✓ University recruitment program/initiatives
- ✓ Remote/virtual recruitment on career website
- ✓ Pay equity policy stated on company website
- ✓ Employee resource groups (ERGs)
- ✓ Diversity, equity, inclusion and belonging (DEIB) recruitment efforts
- ✓ DEIB initiatives

Job advertising and promotion

13 points

There are 13 points available in the job advertising and promotion category. It's no surprise that companies are starting to change their job advertising and promotion tactics so their job postings stand out and reflect shifting candidate expectations. Informative job postings with inclusive and encouraging language are key, as it gives a glimpse into workplace culture. This category's criteria includes:

- ✓ Informative job postings that have a company description, role impact statement, "you" focused headers, encouraging language and employee perks and benefits
- ✓ Job postings available on career website and designated job boards
- ✓ Organic career promotion on designated social media sites

Career pages

18 points

There has been no change in the number of points allocated to career pages for the 2023 report. Providing a great user experience should be a given regardless of company size. Career pages should be optimized for mobile, accessible and should contain the information that candidates are seeking. Other notable features on career pages include chatbots and

talent communities that receive targeted communications. This category's criteria include:

- ✓ Career website and mobile accessibility
- ✓ Accessibility settings or widget on career website
- ✓ Talent community/network
- ✓ Multimedia content demonstrating inclusion and diversity on career website
- ✓ Ability to communicate via a chatbot or pre-application on career website
- ✓ Application, interview, and onboarding process on career website
- ✓ Career content is easy to navigate

Employee and candidate perspectives

38 points

The employee and candidate perspectives category has 38 points up for grabs and is our largest category. The No. 1 obstacle candidates experience when searching for a job is not knowing what it's like to work at an organization. Since candidates are 3x more likely to trust the company's employees than the company itself when it comes to providing credible information on what it's like to work there (according to LinkedIn), they will often turn to sites like Glassdoor, Indeed, Comparably and CareerBliss before accepting a job offer. This category's criteria include:

- ✓ Glassdoor culture and values rating, work-life balance rating, compensation and benefits rating, career opportunities rating, diversity rating, and percentage of employees that would recommend the company to a friend
- ✓ CareerBliss rating
- ✓ Comparably rating
- ✓ Indeed company rating

Accolades

4 points

Accolades can be the difference between a candidate choosing one company over another, as they help to provide third-party endorsement and recognition. Today's jobseekers are particularly interested in awards that recognize diversity and company culture. This category's criteria include:

- ✓ Accolades accessible from the career website
- ✓ Accolades related to diversity

Corporate social responsibility

8 points

Corporate social responsibility (CSR) is a key driver for a lot of candidates, especially when you consider research from Porter Novelli which revealed 88% of employees want to work for companies that actively strive to have a positive impact on society. This is especially true for millennials and generation Z. This category's criteria include:

- ✓ Promotion of 2030 United Nations' Sustainable Development Goals (SDGs)
- ✓ Community development programs/initiatives
- ✓ Environmentalism and sustainability
- ✓ Social justice and equality
- ✓ Early education programs and promotion

Infographic: 18 insights from our research

Our researchers analyzed the employment brands of the Fortune 100 across six key areas:

- ✓ Recruitment marketing
- ✓ Job advertising and promotion
- ✓ Career pages
- ✓ Employee/candidate perspectives
- ✓ Accolades
- ✓ Corporate social responsibility

WE'VE ROUNDED UP BEST PRACTICES AND WILL SHOW YOU HOW THE FORTUNE 100 MEASURE UP.

Recruitment marketing

Best practice:

When it comes to recruitment marketing efforts, address the topics that matter most to candidates like **mental health**, **pay transparency** and **flexibility**.

Of the Fortune 100 companies we analyzed:



Only 27%

have information relating to hybrid and remote work policies.



Only 38%

have pay equity insights on their career site.



Only 42%

have information relating to mental health available on their website.

Job advertising and promotion

Best practice:

Job advertising and promotion efforts should be **spread** across multiple **job boards** and **social media platforms**.

Of the Fortune 100 companies we analyzed:



Only 3% use TikTok

for career promotion despite its popularity among Gen Z



Only 1/5 use YouTube

for career promotion despite it being the second-largest search engine, after Google



77% post career-related content

on social media

Career pages

Best practice:

Career pages should be **accessible**, **prioritize user experience** and **provide relevant career content**.

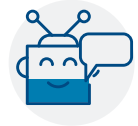
Of the Fortune 100 companies we analyzed:



Only 10% have accessibility settings
on their career site



62% have a talent community



Only 1/4 have a chatbot
on their career site

Employee and candidate experience

Best practice:

Ratings and reviews on websites like Glassdoor, Indeed, Comparably and CareerBliss offer a glimpse into employee perks and benefits, company culture and leadership.

Of the Fortune 100 companies we analyzed:



58%
scored 4 or higher (out of 5)
for diversity on Glassdoor



30%
scored a 4 or higher (out
of 5) for compensation and
benefits on Glassdoor



30%
scored a 4 or higher (out of 5) for
culture and values on Glassdoor



16%
scored a 4 or higher (out of 5) for
work-life balance on Glassdoor



14%
scored a 4 or higher (out of 5) for
career opportunities on Glassdoor

Accolades

Best practice:

Accolades **boost morale**, establish **credibility** and attest that your company is a great place to work.

Of the Fortune 100 companies we analyzed:



64% have at least one accolade
listed on their website



53% have at least one diversity accolade

Corporate social responsibility

Best practice:

Corporate social responsibility (CSR) initiatives demonstrate a company's commitment to **environmental sustainability, community development and social justice.**

Of the Fortune 100 companies we analyzed:



93% provide information
on community development
programs and initiatives



**47% promote social
justice and equality**
on their websites

While keeping up with changing candidate expectations can be challenging, these 18 insights can help you position your organization as an employer of choice in 2023 and beyond.

Rankings: Which companies made the list?

These Fortune 100 companies scored top marks in this year's objective methodology.

RANK
1

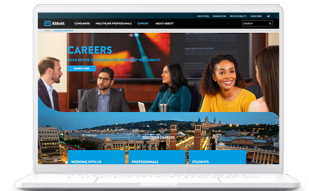
COMPANY



INDUSTRY
Healthcare

SCORE
79

Abbott Laboratories takes the top spot with a total score of 79 out of 100 points. The medical device and healthcare company excels in the foundational elements, like an easily navigable and mobile-optimized career page. And it shows its commitment to diversity, equity, inclusion and belonging (DEIB) by having accessibility settings on its website (only 10% of the Fortune 100 do). Highlights include a chatbot, so candidates can ask questions (and get a real-time response), along with a prominent call-to-action for candidates to engage by joining its talent community. Abbott has a selection of employee-generated content on its career site with employees sharing insights about what it's like to work there, paired with career advice for jobseekers. It also has social media accounts dedicated to working there, giving candidates various avenues to learn more about what a career could look like at the company. Abbott has clearly put itself in the shoes of a candidate and has thoughtfully included the information they'd be seeking.



➔ [View career page](#)

RANK
2

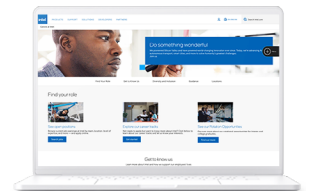
COMPANY



INDUSTRY
Computer hardware

SCORE
78

Intel took the No. 2 spot with a total score of 78 points, just one point behind the leader. The specialized electronics and systems company has one of the top scores in the career pages category with 15 out of 18 points. Its career page was easy to navigate, and the content was designed to encourage people to apply for open roles. It also segmented content based on job type, which is helpful for jobseekers. The organization picked up all the points on offer in the accolades and CSR categories. Its strong approach to CSR is further reinforced with a dedicated CSR report, which is just one click away from the main careers page! It's incredibly detailed (at 102 pages long), yet digestible; it will certainly appeal to candidates that place CSR high on their employer wish list.



➔ [View career page](#)

RANK
3

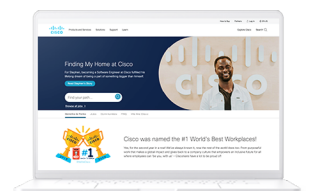
COMPANY



INDUSTRY
Technology software

SCORE
77

Cisco Systems ranked No. 3, with 77 out of 100 points. The software company scored particularly well in the recruitment marketing category, bagging 16 out of 19 points, which is 3.3 percentage points higher than the average score of 12.6 in this category. Its career site is dominated by content that's designed to educate and inspire jobseekers, along with multiple perspectives from current employees to give applicants an idea of what it's really like to work there. Cisco also has a strong social media presence and the content on its social platforms is unique to each channel. Headquartered in California, the company includes details about its #1 World's Best Workplaces awards in a prominent place on its career site, something that may sway a candidate into choosing Cisco over one of its competitors. A bit of third-party validation goes a long way!



➔ [View career page](#)

RANK
3

COMPANY

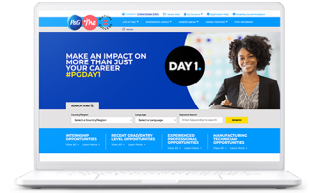


INDUSTRY
Consumer
goods

SCORE
77

Tied for the third spot, with 77 out of 100 points, is Proctor & Gamble. This food, beverage and consumer products conglomerate, which is headquartered in Cincinnati, had top scores in recruitment marketing (17 out of 19) and career pages (16 out of 18). The organization has plenty of employee stories and multiple employee testimonials that help to give candidates a glimpse into its company culture. It also has a campaign with a dedicated hashtag (#PGDAY1) that encourages employees to share their day-one experiences. There are several prompts to showcase how employees at Proctor & Gamble have the chance to make a real impact. The organization clearly understands the drivers of today's candidates such as career development and the desire to work for a company that cares and touches on these throughout its career site.

➔ [View career page](#)



RANK
5

COMPANY

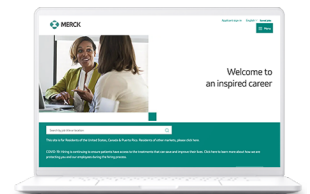


INDUSTRY
Pharmaceuticals

SCORE
76

Merck was ranked No. 5, with 76 points. The pharmaceuticals and medical devices company bagged 17 out of 19 points in the recruitment marketing category. Of note was the company's use of diverse imagery. It also segmented job roles into categories in order to speed up the application process. Merck displayed a selection of its awards on its career site (and got a perfect score in the accolades category) and provides links to its CSR report. It frequently reminds candidates of the good the company does with its focus on scientific innovation to deliver medicines and vaccines that may help millions of people around the world. The career site is accessible and easy to navigate with all the information a candidate would be seeking in one place. It also has a section containing details about its hiring process, so it lets applicants know what to expect if they hit apply.

➔ [View career page](#)



RANK
6

COMPANY

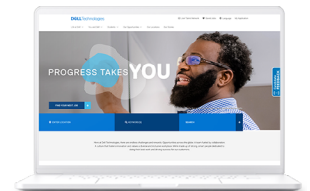


INDUSTRY
Computer
services

SCORE
75

Dell Technologies took the sixth spot with a total score of 75 out of 100. The computer and software solutions company scored 10 out of 13 in the career promotion and job advertising category, which is 2.5 percentage points higher than the average score (7.5 points) for this category. Its career page contains details about its Work from Anywhere initiative, which is sure to attract candidates who favor remote or hybrid working. Dell also has a prominently located feedback form for candidates, so it evidently cares about candidate experience. And the imagery on the site appears to be that of current employees rather than stock imagery, which helps to showcase the diversity within the organization.

➔ [View career page](#)



RANK
6

COMPANY

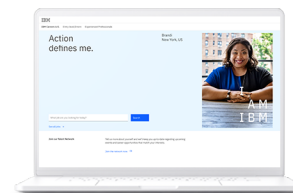


INDUSTRY
Computer
services

SCORE
75

Also in the sixth spot, IBM scored 75 out of 100. It was just shy of a full house in the recruitment marketing category. Its career site is full of compelling content and candidates can watch a short video about what "IBMers do." The video includes details about how IBM helped build computers and software for the Apollo missions that enabled Neil Armstrong and Buzz Aldrin to land on the moon. It also mentions how an IBMer created the UPC barcode, which transformed the retail industry. It shows candidates the impact they can have on the world if they choose IBM as their employer. The organization clearly understands the importance of building talent pipelines as its first prompt to persuade candidates to join its talent community is above the fold – a prime location. IBM isn't afraid to link directly to Glassdoor from its career site, which suggests it takes transparency seriously. The company also provides applicants with details of the hiring process, so they know exactly what to expect. The computer and software solutions company didn't manage to score any points in the accolades category though, which was surprising given how much third-party validation can help candidates when making career choices.

➔ View career page



RANK
6

COMPANY

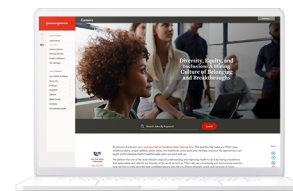


INDUSTRY
Pharmaceuticals

SCORE
75

Johnson & Johnson tied for sixth, with 75 points. The pharmaceuticals and medical devices company scored 28 out of 38 in the employee and candidate perspectives category, which is four percentage points higher than the average of 23.5 points. It does have plenty of employee-generated content that's just one click away from the main career page. It also prompts applicants to join its talent community, showcasing the importance of building relationships with candidates in anticipation of future hiring needs. Diversity, equity and inclusion (DEI) take center stage on Johnson & Johnson's career site. The organization talks about diversity several times on its main career page to show how much it values diversity. It also has a link to its annual report on DEI, which illustrates how the company prioritizes DEI.

➔ View career page



RANK
9

COMPANY

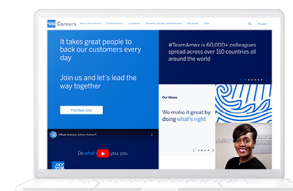


INDUSTRY
Financial
services

SCORE
74

American Express also placed in ninth with 74 out of 100 points. Headquartered in New York, the financial company did well in the employee and candidate perspectives category (31 out of 38 points) and came close to picking up full points in the CSR category. The company's "Get Matched" tool really stood out on its career page. Candidates are encouraged to upload their resumes and the tool matches the resume with suitable roles. It's a great timesaver for candidates and shows American Express puts a lot of effort into the candidate experience by trying to make it as easy as possible for candidates to find their next dream job.

➔ View career page



RANK
9

COMPANY

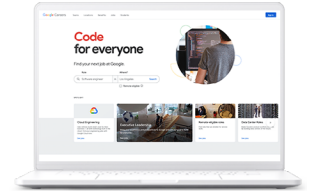


INDUSTRY
*Internet
services*

SCORE
74

Google was ranked in ninth with 74 points, which rounds out our top-ranking companies. It picked up 31 points out of 38 in the employee and candidate perspectives category and was one of the top scorers in this category. The internet services company has a section on its career site dedicated to stories from employees, interns and alumni on how they got to Google and what their roles entail; it even includes some interview tips. This not only showcases the company's diversity, but also shows the potential for career development to prospective employees. It has a designated section for jobseekers looking for remote positions, which shows it understands the desire for flexible working that many of today's candidates expect.

➔ [View career page](#)



RANK
9

COMPANY

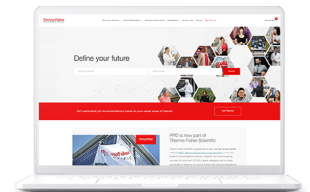
ThermoFisher
SCIENTIFIC

INDUSTRY
*Electronics
and systems*

SCORE
74

Thermo Fisher Scientific was also ranked in joint ninth with 74 out of 100 points. The specialized electronics and systems company excelled in the accolades and CSR categories. It picked up four points out of four in the accolades category and eight out of eight in CSR. Its approach to CSR is great. It has multiple reports on CSR which gives readers an insight of the real impact their initiatives have both internally and externally. And it aligns its values with the UN's Sustainable Development Goals. The organization performed well in the career pages category as well with a score of 17 out of 18 points. One aspect that really stood out was the company's job recommendation tool. Candidates can either upload their resumes or complete a short questionnaire (just five questions) about their career interests and experience before being matched with open roles. If there are no suitable open roles, candidates are prompted to create a personalized profile that they can use when applying for future jobs.

➔ [View career page](#)



**Are you from a Fortune 100 company
and wondering where you rank?**

➔ [Click here to fill out a form and access your scorecard](#)

Employment branding: 5 ways SMBs compete against larger companies

Regardless of company size, you can excel at [employment branding](#). Our prior research showed smaller companies held their own against the big guys in the fierce competition for talent. That's because no matter what size company you have, the jobseeker is the driver behind talent acquisition. If you listen to them, you can win.

➔ [Complete our interactive checklist to get a snapshot of how effective your employment brand is in today's job market](#)

Here are five small or medium companies with strong employment brands:

Grammarly speaks the language of employee perspectives

Where it excelled: Employee and candidate perspectives and accolades

What we liked: Compelling employee reviews, presentation of awards and messaging

With a clear vision of helping people improve their communication, Grammarly does a great job of applying that same concept to how it talks to jobseekers (and how employees speak about the company). Its careers page uses employee testimonials and accolades effectively to reinforce its positive reputation. In turn, Grammarly boasts impressive 4+ star employee review averages across Glassdoor, Indeed, Comparably and TrustRadius (at the time of this posting).

Recognized for innovation, culture, and opportunity



Source: [Grammarly careers page](#)

Why it works: Grammarly's simple messaging resonates well with its employee base, and the proof is in the pudding with a 4.6/5 Glassdoor score. Grammarly's writing is carefully crafted and humanized, which is true to its people-centric approach. The careers page mentions connecting with others and the reviews echo the sentiment of great, empathetic leadership and collaboration within. This consistency makes its brand compelling. Having clarity and a common thread in how you talk to jobseekers, employees and customers reinforces the authenticity of your brand, and Grammarly excels in this.

Tip: A 2022 global talent survey indicated these top things candidates prioritize from job searches:

#1: Compensation/benefits

#2: Balance

#3: Flexibility

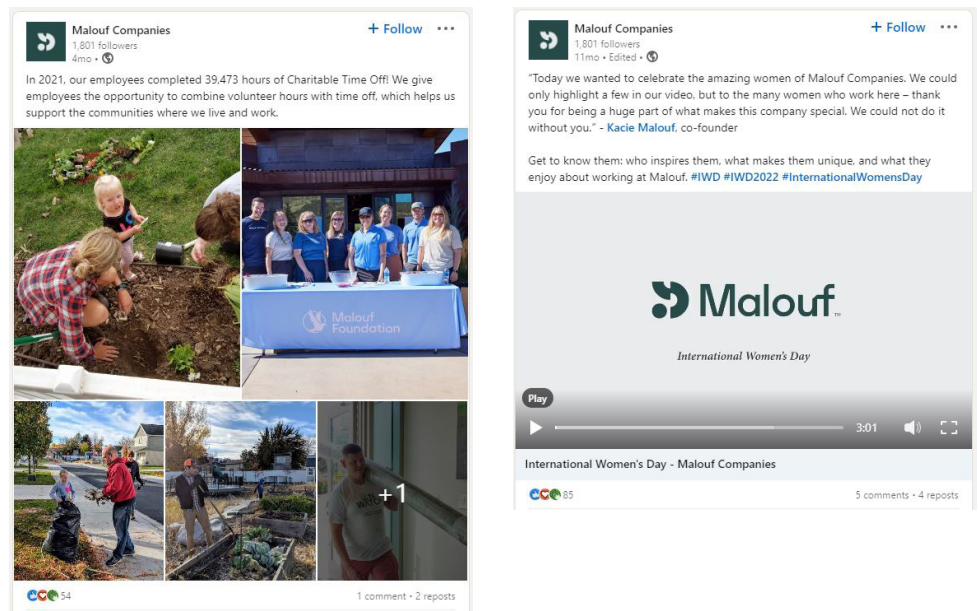
#4: Upskilling

Malouf puts its people on display

Where it excelled: Employee and candidate perspectives and careers page

What we liked: Authenticity through employee imagery

With an imagery-dominant careers page, Malouf shows its culture candidly by displaying real images of employees at work together. It uses similar imagery across its social media channels too and this cohesive approach shows from the perspective of employees what it's really like to work there. Additionally, it presents its benefits package directly on the careers page, which appeals to candidates that prioritize a total rewards package when making an employment decision.



Source: Malouf's LinkedIn page

Why it works: Malouf builds its brand from its people — after all, the first line on its homepage reads: “We are lifestyle and wellness experts.” This approach works since people participating in activities that promote wellness are showcased across all areas of the business, and Malouf positions this strategically as a value proposition. Using clear, branded language such as its company mission to “redefine business” is successful because the company lives and breathes this message across all touchpoints and the employees reinforce it. At its core, that's a strong employer brand.

Afresh Technologies knows recruitment marketing

Where it excelled: Recruitment marketing and careers page

What we liked: Robust CSR and appeals to employees' higher purpose for meaningful work. Afresh uses AI to eliminate food waste from grocery stores and minimize the impact on the planet. Rated the No. 1 small business from Great Place to Work®, its corporate social responsibility (CSR) and **diversity, equity, inclusion and belonging (DEIB)** policies make it an appealing workplace for those looking for meaningful work with a deeper purpose. With a goal to prevent 34 million pounds of food waste, it has a clear message that resonates with its culture and values. The true meaning of “small, yet mighty.”

People are culture

Alongside leadership and key stakeholders, the DEIB committee at Afresh is passionately working to increase representation of all identities, champion exceptional experiences, and foster an inclusive culture where people from any background can do their best work.

The committee regularly assesses, evolves, and measures the efficacy of our programs and processes across three areas:

1. Attracting, hiring, and retaining top diverse talent
2. Cultivating equitable promotion and career development programs
3. Fostering a community where each unique identity is honored and celebrated

We pride ourselves in giving Afreshies the power and freedom of acceptance while solving for the #1 solution to curb climate change: reducing food waste.

Source: [Afresh careers page](#)

Why it works: Afresh reinforces the positive impact it has on the environment through its employment branding. This message will resonate with today's jobseekers who want to work for companies that care for the environment. Its recruitment marketing on social media speaks to its overall message to eliminate food waste (and make it accessible to all as well), so candidates are continually reminded of the good work they can be doing if they worked there.

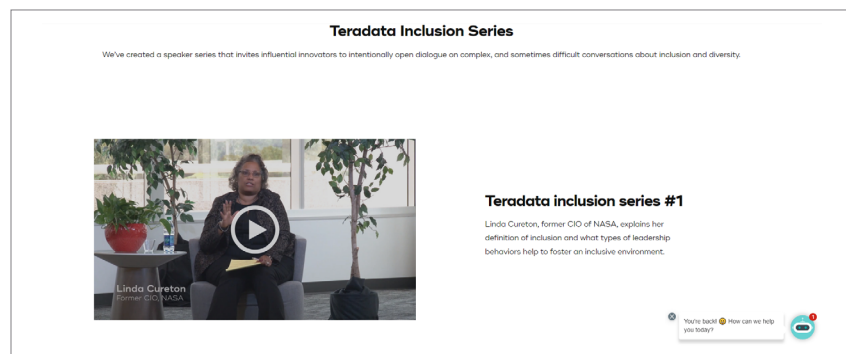
➔ [Check out the complete zip file for talent acquisition leaders](#)

Teradata walks the diversity walk

Where it excelled: Careers page

What we liked: Comprehensive diversity policy and use of video-driven storytelling

Teradata does an exceptional job of demonstrating diversity on its website. Showcasing diverse leadership portrays a welcoming and inclusive workplace to prospective employees. Additionally, this openness translates across an employee video series, where they make commitments to minimize internal bias. This goes a long way in the eyes of jobseekers. Teradata's resources and videos reinforce these diversity pledges and policies for a cohesive candidate experience.



Source: [Teradata inclusion and diversity page](#)

Why it works: Videos and employee-generated content show potential candidates an accurate picture of the culture in ways nothing else can. According to research from Glassdoor, 66% of jobseekers trust employees the most when it comes to understanding what diversity and inclusion really looks like at a company. This employee-generated content from Teradata speaks volumes toward authenticity and humanizing its brand at every touchpoint. It includes a pledge for DEIB and details of its supplier diversity program on its career site. This will help it to attract like-minded talent who want to feel like they belong at an organization. It will help retain diverse talent as well.


Kemper understands the importance of segmenting talent

Where it excelled: Candidate experience and careers page

What we liked: Talent segmentation for students, internship program visibility and learning and development opportunities

It can be difficult to segment talent in a way that makes sense, but Kemper insurance does it well. For example, its navigation prioritizes attracting students with a dedicated section and subpage. It also has tailored recommendations based on user information for jobseekers at the bottom of the careers site. It calls out veterans and philanthropic efforts as part of its welcoming culture to nod to other types of jobseekers. Additionally, Kemper has adapted its hiring events to be virtual to attract a wider talent pool. It includes details of a comprehensive internship program on its career site along with details of a product management 18-month accelerated leadership course.

Launch your career with an industry leader



Starting out in your career?

At Kemper, you'll feel welcomed and your ideas will be valued as you launch your career. See our job opportunities for students and recent grads.

[Explore More](#)

Kemper Hiring Events


Our events and interviews are now virtual. If you are invited to interview with us, we will provide details about what to expect and how to prepare.

[Explore More](#)

Source: [Kemper's career page](#)

Why it works: Talent segmentation is a great way to speak to each of your potential candidates' unique desires and pain points. For internships and early careers, Kemper's dedicated page for students provides a wealth of information and candidates can join a talent community for future job updates. It clearly understands the importance of growing its pipeline of passive talent for the future. Companies like Kemper that invest in entry-level talent not only benefit from well-stocked talent

To apply, please upload your resume



Drop Resume Here
(doc, docx, pdf or txt)

or

Select File

or

Build your resume

pipelines, but also increased employee engagement, reduced costs and, of course, heightened employment brand awareness. This will be hugely beneficial as skills shortages become more prevalent in the coming years. Additionally, its job application page is easy to access with steps on how to apply, increasing the chances of more applicants hitting the apply button.

[!\[\]\(c8d96c8885d3000a912c2582004aed63_img.jpg\) Learn how to plan for the biggest skills shortages with talent pipelining](#)

How's your employment brand looking?

These companies provide an array of ways you can elevate your employment brand. You don't have to have a Fortune 100 budget to create great messaging and deliver on what candidates and employees are seeking. If you showcase your brand authentically and deliver on your EVP and promises, you'll find it easier to attract and retain talent.

Checklist: See how your employment brand compares

ABOUT THE CHECKLIST

Strengthening your employment brand and enriching candidate experience can help to give you a competitive edge when attracting top-performing talent. You need to know exactly what drives today's candidates so you can develop a compelling employee value proposition (EVP) that reflects the employee experience. Complete our interactive checklist below to get a snapshot of how effective your employment brand is in today's market.

Recruitment marketing

Recruitment marketing is the combined effort organizations make, as well as the channels used to promote employment branding. It's also what entices candidates to consider working for you. Usually, one of the first touchpoints for a jobseeker requires group input to paint a holistic picture of your organization.

Mark all that apply to your company's recruitment marketing:

- Authentic employee-generated website content, such as videos and blogs
- Social media channels focused on what draws target candidates
- Regular talent community updates reflecting new career opportunities
- A culture that champions diversity, equity, inclusion and belonging (DEIB)

Career promotion and job advertising

Between job postings and social media campaigns, job advertising functions as your targeted, strategic approach to engage candidates. Finding candidates that align with your company culture is the objective here, rather than just collecting candidates.

Mark all that apply to your company's career promotion efforts:

- Use of new (and diverse) career boards to post job ads
- AI and HR tech that assesses job ads for inclusive language
- Job ads containing remote and flexible options (when possible)
- Get feedback on your candidate experience regularly

Career pages

Consider your career site like your company's shop window, outlining its values, culture, benefits, career progression and more for candidates to see. It's pivotal to be authentic and distinctive here to encourage candidates to apply.

Mark all that apply to your company's career site:

- Mobile-optimized career site
- Easily navigable career site with accessibility settings
- Career site content that educates and inspires jobseekers
- Career page with genuine images of employees (as opposed to stock)
- Chatbot on your career site
- Career site content segmented based on roles and departments

Employee and candidate perspectives

External review sites such as Glassdoor and Comparably are pivotal, functioning as one of the first things candidates research after engaging with your brand. They do so to seek honesty from both current and past employees.

Accolades

Awards provide third-party endorsement of your company's achievements and add credibility to the work you do. It's also a great way to raise brand awareness.

Corporate social responsibility (CSR)

An ever-evolving category, CSR reinforces your commitment to caring for communities and giving back. This continues to be a rising priority for candidates, especially as the younger generations make up a larger proportion of the workforce.

Mark all that apply to your company's external review presence:

- Employee reviews that are easily accessible from your website
- Website content clearly explaining interview and onboarding processes
- Employee reviews regularly benchmarked against key competitors

Mark all that apply to your accolades:

- Accolades are displayed on company website and social media
- New accolades are pursued based on business accomplishments
- Job ads mention company awards

Mark all that apply to your company's CSR initiatives:

- Corporate well-being initiatives are shaped by employees
- CSR commitments align with your overall company mission
- Annual CSR report or roadmap on your website
- CSR initiatives communicated externally on careers site and social media

REMEMBER:

To be an employer of choice, you don't have to be 100% perfect. Understand your talent pool by prioritizing what they're seeking most to make the biggest impact. Speak to your talent acquisition team to identify any points of friction so you can optimize your employment brand strategy.

Calculate your score on the next page! ➔

How to calculate your score:

Count the number of checkmarks you have and see the key below for your results.

Score results:

0-8 checkmarks

YOUR EMPLOYMENT BRAND HAS ROOM TO GROW.

You've started building your employment brand, but it's still in the infant stages. Spend time with your talent acquisition team to get to know your company's ideal candidate profile and work with your HR team to build a compelling employee value proposition (EVP). This will act as the foundation for your employment brand.

9-16 checkmarks

YOUR EMPLOYMENT BRAND HAS SOME FOUNDATIONAL ELEMENTS.

You've focused on building the beginnings of your employment brand. To continue gaining momentum, leverage employees to help you tell authentic stories. You're on your way!

17-21 checkmarks

YOU'VE GOT A SOLID EMPLOYMENT BRAND.

There are great foundational elements to your employment brand. Gain more traction by testing out new content and analytics to guide your decision making.

22+ checkmarks

AMAZING JOB! YOUR EMPLOYMENT BRAND ROCKS.

You've made great strides and it's paying off – well done! Continue using people analytics to learn what your candidates are looking for and evolve with your employees' needs.

Get more insights on your employment brand

We advise some of the world's most admired brands (from a variety of industries) on improving their employment brand and would be happy to give you an in-depth analysis.

➔ **Let's talk**



WilsonHCG is an award-winning, global leader in total talent solutions. Operating as a strategic partner, it helps some of the world's most admired brands build comprehensive talent functions. With a global presence spanning more than 65 countries and six continents, WilsonHCG provides a full suite of configurable talent services including recruitment process outsourcing (RPO), executive search, contingent talent solutions and technology advisory.

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