

# EMPLOYER BRANDING

TALENT

ATTRACT  
RETAIN  
ENGAGE





## EMPLOYER BRANDING

An employer brand enhances organizational performance in the key areas of recruitment, retention and engagement - ultimately increasing productivity and contributing to succession planning.

Maintaining a consistent employer brand that is in line with your organization's culture, mission and foundation is essential to remain competitive and attract the best talent in the public sector.

### WHY CARE ABOUT YOUR EMPLOYER BRAND?

- Attract top candidates
- Retain key performers
- Build talent pipeline for succession planning
- Engage current employees
- Increase organizational performance
- Reduce cost & time to hire

# 28%

#### REDUCED TURN-OVER

Employee turnover can be reduced 28% by investing in an employer brand.

Office Vibe

# 84%

#### REPUTATION MATTERS

When making a decision on where to apply for a job, 84% of job seekers say the reputation of the employer is important.

TalentNow

# 79%

#### USE SOCIAL MEDIA

79% of job applicants use social media in their job search.

Glassdoor

# 68%

#### MILLENNIALS EVALUATE EMPLOYER BRAND

68% of Millennials visit employer's website and social media properties to evaluate the employer's brand.

CareerArc

## WHAT IS EMPLOYER BRANDING?

Every agency has a reputation. It can include perceptions of what it is like to work for your organization, experiences based on interacting with your agency and your agency's digital image. That reputation is known as your brand and it can be extremely powerful.

Your agency brand extends to how you are viewed as an employer. Your agency brand is alive in the hearts and minds of your former, current and future employees. The brand conveys organizational culture and is crafted in a way to attract talent that emulates the qualities of your agency's top performing employees.

CPS HR Consulting has designed a public sector employer branding solution that focuses on the goal of increasing your candidate pool as well as retaining and engaging current employees.

**“SHOWCASE YOUR ORGANIZATION'S UNIQUE CULTURAL DIFFERENTIATORS, AND AMPLIFY THEM SO YOU CAN POSITION YOURSELF AS A TOP PLACE TO WORK.”**



To learn more about how CPS HR can help craft your employer brand, contact Jason Litchney - Marketing & Employment Branding Manager at **916.471.3383** or **jlitchney@cpshr.us**.

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