

They did it before *you!*

Whether you're a start-up, an SME with decades of experience or a multinational: we have the employer branding solutions you might need. We have already helped a wide range of companies with attracting and retaining staff.



Scan me
for more information



Contact



ebs@hays.com



Regional delivery center
based in Belgium

Employer Branding *Studio*

“5-7

That's how many times candidates
need to see your brand before
they even consider applying

HAYS

Our service: *Employer Branding & Employer Value Proposition*

1 Helping clients identify an attractive and identifiable employer proposition via consultation.

2 Understand what it is like to work for the company and what the company's internal and external identity is.

3 Using a refreshed employer proposition to position the client brand to best effect in the talent market.

What is part of an *EBS* offer?

We deliver 360° employer branding campaigns with a mix of email marketing, microsites, video development such as testimonials, recruitment content and employer branding graphics.



Some examples

- Social media ads
- Job advertisements
- Employer branding graphics
- Photo- & videoshoots
- Salary benchmarking
- Digital candidate scan
- SEO vacancy re-write
- Testimonial videos
- Google ads
- Website analysis
- Email campaign

What's in it *for you?*

1 Consultancy advice to help improve the client's attraction and access to staff.

2 A true EVP and brand advisory service which adds value to your existing service contract, in a market where there is a war on talent.

3 A specialized partner who can deliver 360° solutions to you, having one supplier that covers the entire cycle.

“84% of organizations believe that a well-maintained employer brand helps them hire quality talent.”