

State of the Industry Research

THE CHALLENGES OF EMPLOYER BRANDING AND RECRUITMENT ADVERTISING

Build a compelling employer brand to help attract and retain the best possible talent

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JazzHR™

Brand Experience

The struggle is real to establish an attractive employer brand

37%

say they do not have an intentionally created employer brand

Only 47%

say their company brand does a good or excellent job of helping them attract high-quality applicants

Only 35%

of organizations have cultivated a well-known employer brand

There's no consensus about who should take responsibility for the employer brand

31%

In about 31% of firms, teams made up of both HR and marketing professionals are responsible for cultivating the employer brand

The most widely-cited barriers to good branding are:

32%



Lack of financial resources

32%



Lack of time

29%



Lack of internal know-how

Recruitment Advertising Experience

Branding problems might be one reason so many organizations struggle at recruitment advertising

Only 46%

rate their job advertising as good or excellent at attracting quality candidates

Only 42%

say job advertisements are good or excellent at providing an ROI



Social media and social networking sites are the preferred media channels for recruitment advertising

75%

say social media is the advertising channel of choice



How do the best firms meet the challenge?



Organizations with more successful brands are more likely to:



evaluate the strength of their brands



generate higher return on investment (ROI) from their recruitment advertising



assign responsibility for cultivating the employer brand



use programmatic advertising for recruitment purposes



have leaders who are interested in brand cultivation



understand exactly where interviewees discover their job ads

Consider These Strategies

In the area of employer branding



Measure the strength of your employer brand



Build effective, mutually sustaining and supporting partnerships



Focus on the aspects of your employer brand you can control



Know who is responsible for cultivating the employer brand and encourage leaders to support them



Make sure your website, especially your careers page, is mobile friendly



Make certain the candidate experience through the entire application and recruiting process is positive



Develop a profile of your ideal job candidate for every position



In the area of recruitment advertising



Measure the results of your recruitment advertising efforts



Learn more about programmatic advertising



Clean good advertising practices from Marketing peers



Use social media for both advertising and posting job openings

About the Survey

During January and February 2020, HR.com's HR Research Institute conducted a wide-ranging survey of HR professionals—**The State of Employer Branding and Recruitment Advertising**. We collected more than 305 usable responses from organizations in more than 20 different industries and from sizes ranging from under 25 employees to enterprises with 20,000 or more employees.



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The State of Employer Branding and Recruitment Advertising

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