

Armin Trost (Hrsg.)

# Employer Branding

Arbeitgeber positionieren  
und präsentieren

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Employer brand describes an employer's reputation as a place to work, and their employee value proposition, as opposed to the more general corporate brand reputation and value proposition to customers. The term was first used in the early 1990s, and has since become widely adopted by the global management community. Minchington describes employer brand as "the image of your organization as a 'great place to work' in the mind of current employees and key stakeholders in the external market... Employer branding, then, is simply how you market your company to desired job seekers. You can do this by showcasing your organization's unique cultural differentiators, and then working to amplify them so you can position yourself as a top place to work. An employer brand or what is also known as your "talent," or "people" brand that resonates is about defining the essence of your company, both how it's unique and what it stands for, and then crafting and aligning those aspirations with the people you're looking to attract. Employer branding is defined as a process that manages the reputation of an employer amongst stakeholders, employees, and job-seekers. It includes influencing outward forces to project the employer and his organisation as the go-to place for everyone. Employer branding is all about initiatives that will help the firm to engage and attract the target audience by projecting itself as the best. It should be different enough to stand tall even inside a crowded place so that people remain faithful to the image. Table of Contents.