

Employer Branding

Strategy consulting and implementation support for employer marketing

Germany is desperately looking for specialists and executives. Employers find themselves in an ever-increasing competition among brands ("war for talents"). Today, it is the companies that have to apply to their desired candidates as an attractive employer.

Your employer marketing strategy proactively addresses the current shortage of specialists and managers, creates the basis for your recruiting activities and promotes employee loyalty. It positions your company both internally and externally as an employer brand.

Benefits of an Employer Branding strategy:

- You present yourself as an attractive employer and reach candidates who suit you.
- You increase the perception of high potentials and your desired candidates.
- You position yourself unmistakably and authentically with your values, opportunities and strengths as an Employer of Choice.
- Your employees show more commitment and better results because they identify with their employer.
- You bind your employees and save the effort for filling vacant positions prematurely.
- You secure your future-oriented competitiveness.

Orange Consulting consults you in building the right employer branding strategy for your business. We support you holistically in building your employer brand sustainably.

We advise on strategy and accompany the entire process so that all measures are closely linked and synergistically brought together under one conceptual roof: In this way your company becomes an attractive brand.

Our consulting approach

We strengthen your market position from the inside through holistic consulting in personnel and organizational development and practice-oriented implementation. With our unique combination of marketing know-how, with a focus on corporate identity and corporate design, and comprehensive practical experience as consultants for personnel management, we advise you in an integral thinking and pragmatic manner.

We ensure complementary expertise in corporate design through our cooperation partners so that we can optimally align your employer branding project with your brand strategy.

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Our range of services includes:

Analysis of your strengths as an employer

- Your company has its own unique selling points. We determine and analyse your strengths, corporate identity, values, image and employee perspectives.

Market and competition analysis concerning employer branding

- We analyze the strengths and weaknesses of your competitors as employers.
- Benchmark analyses and suggestions from other industries.

Define and analyze potential applicant target groups

- Together with you, we develop a picture of your desired candidates, target group definition, requirement criteria, competence profiles.
- Analysis of the applicant's perspective and comparison with expectations and offers.

Definition of your employer brand

- We define clear goals together with you,
- check vision and mission statement, or work them out with you,
- develop a distinctive and differentiating positioning,
- create realistic and credible messages -
- also considering country-specific differences and international orientation.

Development of a targeted applicant approach

- If desired, we can take over the management of your advertising agency and help to transfer header and copy text and key messages from the company slogan and / or mission statement to the job campaign,
- check your employer appearance (website, job advertisements, fairs, etc.),
- develop complete campaigns for you or with you.

Implementation for future recruitment processes

- Conception of a standard for the future applicant approach in various suitable media or at events.

To consolidate your employer branding strategy, we offer trainings and workshops for executives and employees.

We accompany you in the process of development as an employer brand as external experts. Beyond that, you will also receive support from us and an expert view from outside, whenever you need it.

Look forward for your call: +49-221-500 550 35

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