

EMPLOYER BRANDING

It is not only companies that choose their employees. Skilled professionals also decide – for or against an employer.

Employer branding refers to building an attractive employer brand. The concept gained prominence in the 1990s, driven by skills shortages and a shifting balance of power in the labour market. As in product marketing, a strong brand provides reassurance and orientation – especially where objective comparisons are difficult. The aim is to attract qualified professionals and managers and to retain them over the long term. The key is not a polished external image, but a credible working environment that genuinely meets employees' needs.

Employer branding is not a short-term project, but part of a long-term strategy. Companies that understand their target groups position themselves early with potential candidates – ideally long before a specific hiring need arises. Employer branding becomes particularly effective in combination with active sourcing: organisations proactively approach suitable candidates and build sustainable networks.

In this way, employer branding becomes a strategic tool for talent acquisition – and for employee retention.

Articles on employer branding (all articles)

- Swarm about the job – not the job environment!
- Applying and recruiting work like investing