

EMPLOYER BRANDING: AN OVERVIEW

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ABSTRACT

The paper deals with the concept of employer branding, which is very imperative to follow, as an employer brand represents the core values of an organization. Organizations considered good employers have a strong identity and a positive image in the marketplace. To be successful, organizations need to attract the best employee from the market. Marketing tools associated with Brand Management have been used by the Human Resources in order to focus on potential applicants, appoint and retain employees in the same manner as marketing applies such tools to attract and retain customers. Employer branding requires a firm to hire employees having better understanding, skills, tools and motivating power that they need to fulfil the promises that has been made to the marketplace. Significantly it is the main driver of value from your organization's intangible assets. The term "employer brand" signifies what kind of employees currently working with an organisation, employer branding has been defined as *a company's efforts to communicate to existing and new staff what makes it an attractive place to work-* and maintaining a company's image in the eyes of its associates and potential hires—Employer branding is therefore concerned with the attraction, engagement and retention initiatives targeted at enhancing the company's employer brand.

KEY WORDS: Employer Branding, Employee Engagement, Employer Attraction, Potential employees,

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