

ShortList

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Employers see recruitment benefits of employment branding, says author

Employers are lifting their focus on employment branding campaigns as many realise the benefits such as lower staff turnover and higher quality of new recruits, according to Brett Minchington, author of *Your employer brand - attract, engage, retain*.

"An increasing amount of Australian businesses are realising the financial benefits along with other benefits of developing their employer brand, including increased engagement, reduced employee absenteeism and turnover, and increasing the quality of candidates applying to work for them," he told the audience at an employer branding seminar held by **Advertising Energy**.

Advertising Energy national GM Kath McConnell said employers were placing greater emphasis on their workplace branding campaigns and said the role of employer brand manager would soon be more common.