

start your employer brand journey with the Employer Brand Strength Assessment (EBSA).

The RSR EBSA audits your brand story online, provides insights on how you rank against other companies in the same sector, and examine your company through the lens of a job seeker as they make the journey from job search to application.

you will be audited for:

- ease of search and visibility (on digital media)
- consistency in messaging and tone, value proposition and benefits
- your digital and social brand presence
- ease of your job application process

you will get to understand:

- the effectiveness of your key messages
- how people perceive your true work culture, as your employees experience it
- how you compare to your competitors, in terms of similarities and differentiators
- any gaps between perception and reality

you will receive:

- a detailed report with a rating of your employer brand strength, including our key recommendations and best-practices for articulating your employer brand via social media, email, and other digital media

build your employer brand with a bespoke solution.

Our employer branding experts can help you:

- bring the improvement matrix to life
- bridge the gap between where you want your employer brand to be and where the market currently sees it
- validate the issues and challenges driving the gap between internal and external brand perceptions and build a roadmap to address them



your bespoke employer brand solution will include:

white boarding/
scoping session
to confirm needs

employee value
proposition
development/
refinement

talent sourcing
and retention
strategies

employer brand
validation

development of
segment specific EVP
to support targeted
recruitment
campaigns

assistance with
overcoming specific
challenges/ areas for
improvement
identified in the REBR

For more information, please contact Natasha O'Brien at natasha.obrien@randstad.com.hk or +852 2232 3462