



Employee loyalty isn't what it used to be.

NEITHER ARE EMPLOYER BRANDS.

Today's candidates want more than a job from you. They want to find their fit. So, they do their research. The strength of your employer branding efforts largely determines what they will discover. And if they'll like what they learn.

Choose **RCI's Employer Brand Development** team, and we'll help you establish a proactive employer brand position. Discover how far-reaching and impactful your employer brand can be in fostering retention, improving your time to hire, and fueling your pipeline with quality candidates.

➔ RCI RECOMMENDATIONS & STRATEGIES

- Prepare an employer brand communications audit
- Conduct a competitive landscape audit
- Administer a market-perception survey and social media monitoring
- Develop a brand sourcebook outlining the key insights that shape your brand
- Work with our award-winning creative team to develop new campaigns
- Gain access to our branding expertise and proprietary research methods

To learn more about **RCI's Employer Brand Development** services, INSERT CALL TO ACTION.