



# EMPLOYER BRANDING

June 2023 HR In-Brief

## Employer Branding Starts Here

By Vivo Team

"The words used to describe your company to current and potential future employees are certainly important, but **behaviors speak volumes**. Focus on the behaviors you, your leaders, and your teams demonstrate on a regular basis and prioritize them, ensuring that they **align with your core values**."

Since your employees are your unofficial recruiters and marketers, set them up for success to be able to **communicate your company's employer value proposition** by incorporating into the day-to-day culture of the organization"

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## Best Practices for Employer Branding



Canadian HR Reporter

"At the simplest level, an employer brand is **how job seekers and others outside of the company perceive an organization as an employer**. 'A company is only as good as the talent that works there,' says Graf. 'If you want the absolute best talent for your company, **you have to show your best self to the candidate pool.**'"

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## Aligning with younger employees' values is key for Canada's Top Employers for Young People 2023



[The Globe and Mail](#)

"The winners of Canada's Top Employers for Young People 2023 by Mediacorp continue to set the standard for doing business in Canada with best practices, particularly when it comes to delivering what the next generation wants. Gen Z, this one is for you."

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## 3 Ways to Attract Job Applicants to Your Business by Thinking like a Marketer



[Business Insider](#)

"If your company is languishing amid job vacancies, you might want to **rethink your employer branding strategy** ... 'The hiring environment has changed ... People have reevaluated their priorities during COVID-19 and while they still need to make money, they also want to feel heard by their employer or feel like they're a part of something bigger.'"

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# MAY 2023

The national unemployment rate increased to 5.2%

Unemployment stayed steady in BC (5.0%) and declined in Alberta (5.7%)

There were fewer people employed in **business, building and other support services.**

## Unemployment Rate Across Top Canadian Cities

Vancouver, BC	5.1
Victoria, BC	3.5
Kelowna, BC	3.1
Calgary, AB	6.3
Toronto, ON	5.9

The Daily Labour Force Survey, May 2023

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