

BUILDING & MANAGING YOUR SCHOOL'S EMPLOYER BRAND



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Your brand is formed primarily, not by what your company says about itself, but what the company does. Your brand is what people say about you when you're not in the room.

Jeff Bezos, Founder of Amazon



WHAT IS AN EMPLOYER BRAND?

Your school's Employer Brand is an extension of your school's Corporate Brand; they can be seen as two sides of the same coin.

As an employer, current and future staff will judge you not on what you say about your organisation but on how your organisation acts as a recruiter and employer.

Competition for talent in the education sector has never been more intense and in order to attract and retain the most qualified staff, you need to establish best practices in recruitment and staff management that position your school as an employer of choice.

At Schrole Group, our management team of educators have held executive positions in some of the world's top international schools. We understand the unique needs of schools when it comes to building your employer brand.

BENEFITS OF A STRONG EMPLOYER BRAND



BETTER RECRUITMENT OUTCOMES

Attract a higher calibre of educator and drive them to your door with a significantly lower cost of hire.



INCREASED STAFF RETENTION

Personal job satisfaction is driven by more than just salary and benefits.



IMPROVED LEARNING OUTCOMES

Engaged and focused teachers are better educators.



INCREASED ENROLMENT, HIGHER PROFILE

With a better calibre of educator and a happier team come better results for students. With a higher profile, your school will inevitably see an increase in enrolment figures.



To win in the marketplace, you must first win in the workplace.

Doug Conant, CEO of Campbell's Soup

HOW SCHROLE GROUP CAN HELP BUILD YOUR EMPLOYER BRAND

While each school will have a unique and customised approach, there are some recommended elements for all schools today. Our school Employer Brand program will guide you through the process of raising your school's profile and effectively managing your Employer Brand to become an 'Employer of Choice'.

Working on-site in a collaborative workshop environment, our consultants work with your administration and personnel teams to:

- Use the school's objectives and growth goals to define the talent that is needed.
- Research and understand how the school is perceived both internally and within the employment market.
- Define the changes required to build a compelling Employee Value Proposition.
- Build a step – by – step program to develop an accurate, credible, relevant and distinctive Employer Brand.
- Define a communication strategy to promote your Employer Brand across multiple channels for the best possible ROI.
- Audit your employment website and suggest key areas for improvement to increase reach and effectiveness.
- Develop the compelling suite of marketing collateral that help you sell your school to future employees.

CONTACT US TODAY TO LEARN MORE ABOUT HOW WE CAN HELP YOUR SCHOOL

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