

Building a Strong Employer Brand?

Whether you've thought about it or not, your district already has an employer brand. Everything your employees experience impacts that brand—from specific, controllable factors like salaries and professional development opportunities to more intangible aspects like school culture and your staff's sense of belonging. The big question is whether the employer brand you currently have is the one you want. Are you shaping the story your employees tell about working for your district, or are you leaving it up to chance? Does the experience you're promising prospective hires match up with your staff's day-to-day lives? Are you even marketing your employee experience at all?

Discussion Guide



"Before you can begin creating the employer brand you want, you need to understand the one you already have. To do that, you'll want to systematically collect and analyze perspectives from people throughout your district—no matter what position they hold or how long they've been there.."

- Who would make the ideal Mars team for your district?
- How do you think the following topics should be incorporated in your employer brand:
 - School Culture
 - How district resources are allocated
 - Community Support
 - Whether employees feel supported by administration
 - Family engagement
 - Flexibility and support
 - Leadership
 - Career advancement opportunities
 - Salary and Benefits



"Schools all over the country are looking to hire, and the number of unemployed teachers is low—meaning more districts are competing for fewer educators. In the complicated, noisy world of teacher recruitment, you want job seekers to remember you."

- What words would you use to describe your district?
- How would you describe your district's brand?
- Do you think that teachers across your district would describe their experience similarly?



“Don’t start with the story—start with the takeaway,” he says. “You’re not just looking for great stories. You’re looking for a great story that has the exact takeaway you want people to know. Start by figuring out what you want people to learn, then find the stories that do a good job of showing that.”

- What should prospective employees know about your school/district?
- How would you describe the atmosphere of your school/district?
- What takeaways do you want prospective employees to know?



“A careers page is the place to display your employer brand prominently and share your mission, values, and culture—all important information for a prospective job seeker. This shouldn’t be too heavy a lift; it’s as simple as taking what’s already true of your district and making it easy to see.”

- How would you display your district/schools culture and values on a career page?
- What are ways you could highlight the community your district serves on a career page?
- If you were to produce an employment video for your district, what would it include?



“Interviews are an ideal space to reinforce your employer brand. It’s a best practice across human resources to align your values to the interview questions in order to provide a structured, consistent experience and remove as much bias as possible.”

- What are your thoughts on the question that Dr. Lupita Hightower uses in interviews?
- What are some questions that you would add to teacher and staff interviews that align with your district/school values?



“Your ultimate goal is to close the gap between the employer brand you’re promoting and what your employees actually experience every day.”

- Does your district have an authenticity gap between your employer brand and what is happening day-to-day in schools?
- How could you expand or change your employer brand to better articulate how teachers and staff experience your district?



For more information on Building a Strong Employer Brand?:

<https://www.schoolceo.com/a/whats-an-employer-brand-and-how-can-you-strengthen-yours/>