

HOW TO BUILD YOUR EMPLOYER BRAND TO ATTRACT THE BEST TALENT IN KENYA

INSIGHTS FROM SHORTLIST'S SURVEY
OF 1,200+ KENYAN PROFESSIONALS
MAY 2019

Plus Shortlist Kenya's [#EmployerGoals](#) List 2019



INTRODUCTION

You're probably already familiar with the idea of a company brand—the reputation you have to the outside world based on your products, team, website and logo, history, office and more.

But what is an *employer brand*? →

Your employer brand is defined by the public image of your workplace culture and how you're viewed as an employer by former, current and prospective employees. For example, are you seen as a flexible employer with great remote work policies, or perhaps a progressive, well resourced corporate with incredible benefits? There are countless potential facets of a company's employer brand, but they all add up to what makes your company unique.

IT'S TIME TO INVEST IN YOUR EMPLOYER BRAND

In today's increasingly competitive and candidate-centric job market, it's absolutely essential for companies to cultivate a positive employer brand to attract and retain exceptional talent. According to Glassdoor, 84% of job seekers say the reputation of a company as an employer is important when making a decision on where to apply for a job. There are implications for the bottom line as well—a recent study by LinkedIn found that organisations with strong employer branding incurred half the cost per hire of companies with poor or no employer brands. It's clearly worthwhile to invest in your employer brand.

WE'RE HERE TO HELP

At Shortlist, we use data-driven tools to help companies improve their recruitment process and hire the best talent for their team. We believe that actively crafting and maintaining a positive employer brand is a crucial part of not only recruitment but also employee engagement and retention. We've set out to help companies in Kenya and beyond work on their employer brands and celebrate what makes them a great place to work.

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glassdoor
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INTRODUCING OUR SURVEY

There are lots of resources out there to help companies with employer branding, but we wanted to make sure that our recommendations and resources were tailored specifically for Kenyan companies, informed by the voices of Kenyan professionals. So we launched a survey of professionals in our database to learn more about what candidates care about in an employer, where they seek information about a company when they're considering a career move, and which companies are known as the best employers in Kenya.

SHORTLIST KENYA'S #EMPLOYER-GOALS LIST 2019 IS HERE!

We asked professionals which companies are the best places to work in Kenya, and we're excited to share the top 25 organisations that are all [#winning](#) at employer branding!

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LinkedIn

Organisations with strong employer branding incurred half the cost per hire of companies with poor or no employer brands.

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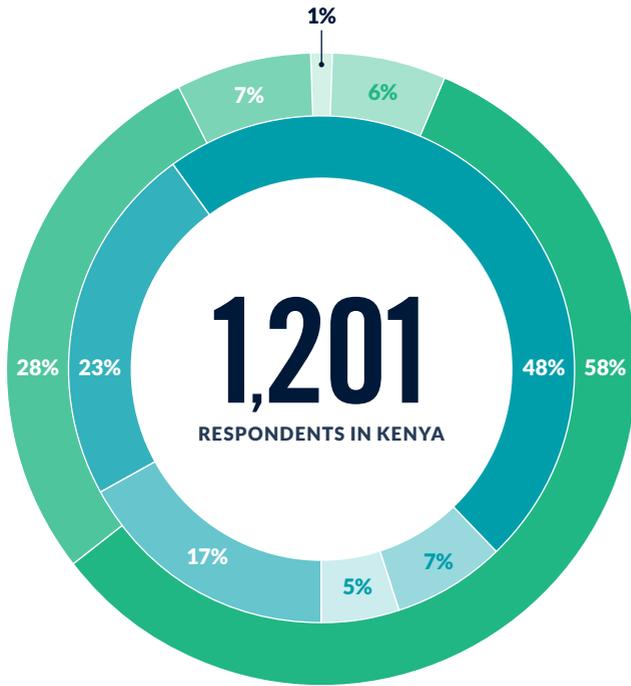
THANKS FOR READING!

Whether you're the founder of a growing startup thinking about your employer brand for the first time, or the HR director at a large corporate with a robust employer branding strategy, our survey results present fresh information and insights that will help you connect with and attract the top talent in Kenya. ■

WHO ANSWERED THE SURVEY?

Over 1,200 Kenyan professionals in the Shortlist database answered our survey throughout March 2019. We asked our respondents some questions about themselves so we can give you more specific insights.

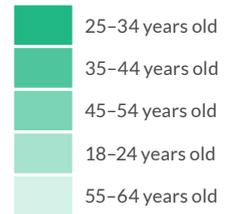
Learn more about the respondents here. →



EXPERIENCE LEVEL



RESPONDENT'S AGE



EMPLOYER BRANDING FOR MILLENNIALS

The majority of survey respondents (58%) were between 25 and 34 years old, meaning that they represent the millennial viewpoint. As tech-savvy digital natives, millennials are especially attuned to companies' online and social media presence. Look out for tips throughout this report that will help you supercharge your employer brand online and, importantly, on mobile.



GENDER DISTRIBUTION

Female

40%

Male

59%

Other or prefer not to disclose

01%

WHAT IS KENYAN TALENT LOOKING FOR IN A NEW JOB?

Every employer has their own unique value proposition to prospective employees. Perhaps you offer lots of opportunities for training and professional development, an energising open-office place, or excellent medical cover. It's also important to think beyond the obvious benefits that may come to mind. Do you have an accessible and transparent C-suite? Or do you sell a product or service that has a positive social impact on society? Whatever your Employee Value Proposition (EVP) is, it should become the basis of your employer branding message and shine through on your careers page, LinkedIn and social media platforms.

In our survey, we asked several questions to help understand what Kenyan professionals cared about in a potential employer. Take a look at the data to learn more about what you should highlight in your employer brand. →

MOST IMPORTANT FACTORS CONSIDERED WHEN JOINING A NEW COMPANY

- 01 Opportunity to learn new things
- 02 Availability of mobility and growth opportunities (e.g. promotions)
- 03 Opportunities for training & professional development
- 04 Positive company culture and relationship with coworkers
- 05 Supportive management
- 06 Competitive salary
- 07 Reputation for stability
- 08 Work-life balance
- 09 Competitive benefits beyond salary
- 10 Interest in the company's products or services
- 11 The company's mission and impact on society
- 12 Flexible working hours and/or opportunity to work remotely
- 13 Well-known brand name



AGREE



NEUTRAL



DISAGREE



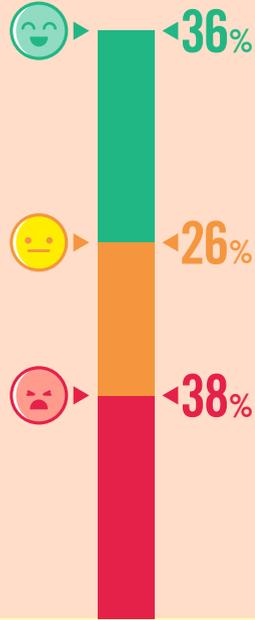
JOB SEEKER

I would accept lower pay if the company I am interested in had very positive reviews online.



INTERESTING INSIGHT:

The older the professional is, the most likely they are to accept lower pay if the company has very positive reviews online.



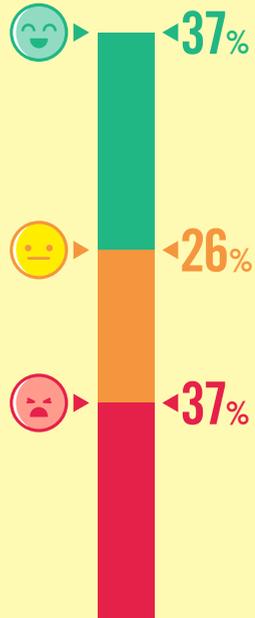
JOB SEEKER

It is important that my family and friends recognise the name of the company or brand that I work for.



INTERESTING INSIGHT:

Brand recognition of the company they work for was more important to male respondents than female respondents.



HOW RESPONDENTS' PRIORITIES SHIFT BASED ON WHO THEY ARE



WOMEN

When evaluating a prospective employer, women care more about a company's culture, their relationship with colleagues, work-life balance and the company's mission & impact on society than men do.



MILLENNIALS

Millennials are more interested in opportunities for promotion & competitive salaries than other age groups.



SENIORS

More senior respondents (aged 35-54) value reputation for stability & competitive benefits beyond salary than respondents from other age groups (18-34).

KEY TAKEAWAYS

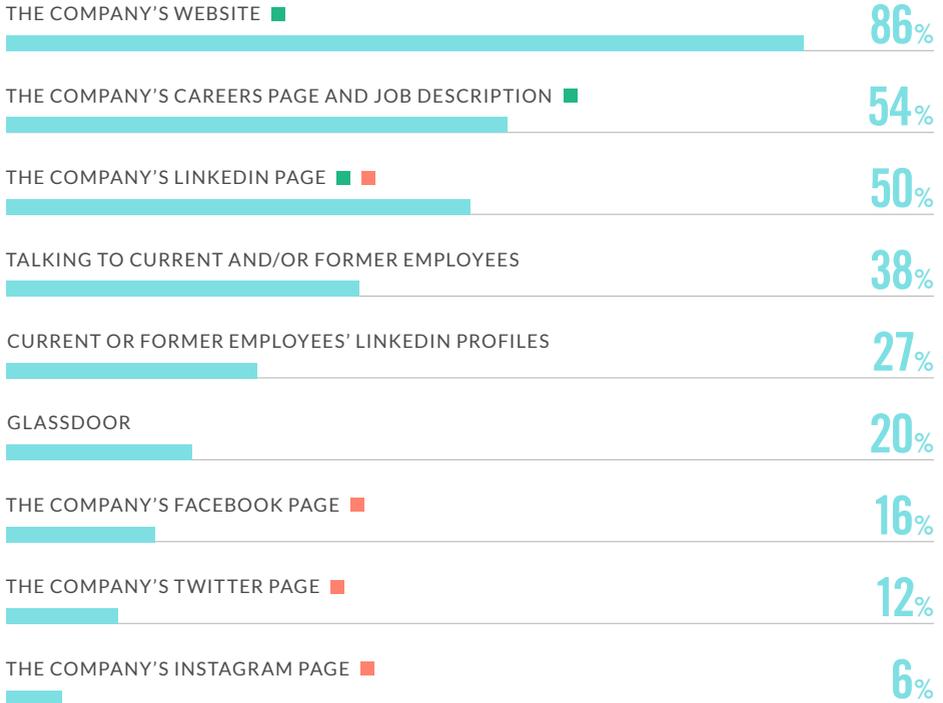
- ▶ Employers may be surprised by the top factors that respondents identified as important to them when considering a new employer, and may not have previously highlighted learning and training opportunities in their recruitment materials. Review the list and be sure your website, careers page, and LinkedIn highlight each of these factors!
- ▶ You should highlight different parts of your company's EVP based on each unique candidate, paying attention to what might be important to them at their seniority level.

WHAT PLATFORMS MATTER FOR EMPLOYER BRANDING?

Now that you know what to highlight to your candidates, you should consider where to concentrate your employer branding messages. Which platforms are the best for reaching and influencing prospective applicants to your company?

Take a look at the following data to learn more. →

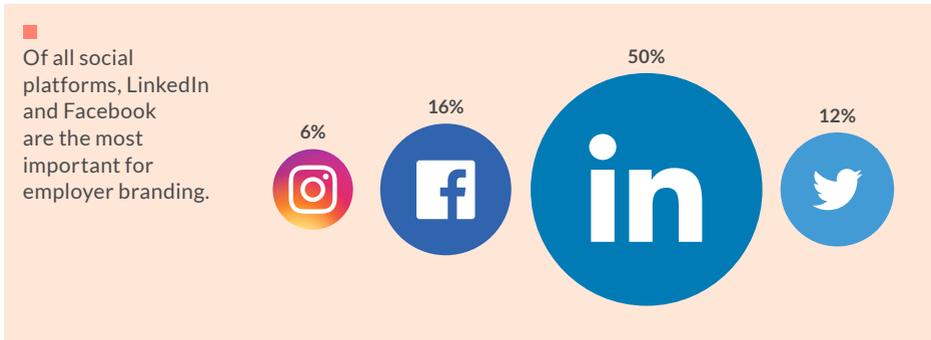
WHERE JOB SEEKERS LOOK WHILE RESEARCHING WHAT IT WOULD BE LIKE TO WORK AT A COMPANY



KEY INSIGHTS:

The top places that professionals go to learn about a prospective employer are their online assets:

- Website
- Careers page & job descriptions
- LinkedIn page





AGREE



NEUTRAL



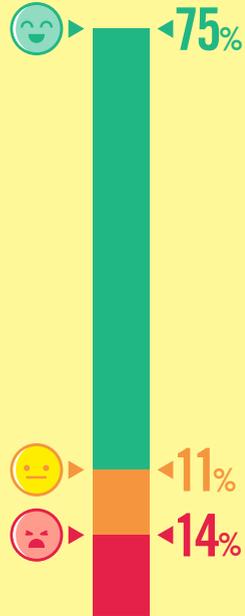
DISAGREE

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JOB SEEKER

I believe that how I am treated as a candidate during the recruitment process will likely reflect how I would be treated as an employee.

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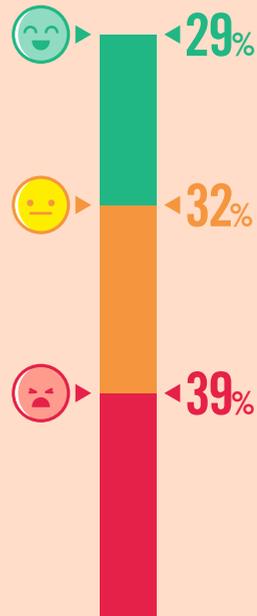


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JOB SEEKER

Companies in Kenya do a good job of accurately conveying their company culture to prospective employees.

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KEY TAKEAWAYS

- ▶ We found that Kenyan professionals are looking primarily at company platforms, not third-party ones, including the company website, careers page and job descriptions, and the company's LinkedIn page. This gives employers a great deal of control over the employer branding content that prospective employees see. Be sure to take advantage of the opportunity!
- ▶ The experiences, professional profiles and tenures of the company's current and former employees are very important to job seekers. Be sure that your employees regularly update their LinkedIn profiles to highlight their positive experiences and accomplishments with your company!
- ▶ 75% of candidates believe that how they are treated during the hiring process will likely reflect how they would be treated as an employee. Following best practices such as responding to candidates in a timely manner and providing updates on their application will do wonders for your employer brand.
- ▶ Less than a third of candidates think that companies in Kenya do a good job of conveying their company culture to prospective employees. It's time to celebrate what makes you a great workplace and share it with the world! Be sure to add pictures of your workspace and team gatherings on your careers page and social media, along with testimonials or videos of current employers talking about their experience with your culture.

SHORTLIST KENYA'S #EMPLOYERGOALS LIST 2019

We asked over 1,200 professionals, “Which companies are known as the best employers in Kenya?” Here are their answers. Congratulations to these companies who are all [#winning](#) at employer branding! →

TOP 25 EMPLOYERS IN KENYA

<p>1</p> 	<p>2</p> 	<p>3</p>  <p>UNITED NATIONS</p>			
<p>4</p> 	<p>5</p> 	<p>6</p>  <p>KENYA REVENUE AUTHORITY</p> <p>7</p> 			
<p>8</p>  <p>BRITISH AMERICAN TOBACCO</p>	<p>9</p>  <p>CENTUM</p>	<p>10</p>  <p>Google</p>	<p>11</p>  <p>Deloitte.</p>	<p>12</p>  <p>KenGen Energy for the nation</p>	<p>13</p>  <p>KPMG</p>
<p>14</p>  <p>Kenya Power</p>	<p>15</p>  <p>Kenya Airways</p>	<p>16</p> 	<p>17</p>  <p>Cyttonn Delivering to promise</p>	<p>18</p>  <p>Standard Chartered</p>	<p>19</p>  <p>P&G</p>
<p>20</p>  <p>cba</p>	<p>21</p>  <p>Andela</p>	<p>22</p>  <p>Bamburi cement</p>	<p>23</p>  <p>KPC KENYA PIPELINE</p>	<p>24</p>  <p>airtel</p>	<p>25</p>  <p>BIDCO AFRICA</p>



ABOUT US

At Shortlist, we use data-driven tools to help companies improve their recruitment process and hire the best talent for their team. Our platform screens candidates using an automated chatbot and online skills-based assessments, letting employers skip the most time-consuming and bias-prone phases of hiring.

Each of our offerings, ranging from full-service, tech-backed talent curation to lighter-touch software licensing, allows employers to efficiently and objectively identify top talent for junior- to mid-level skilled roles. Shortlist also offers executive search, HR advisory and training services.

To learn more, visit [our website](#) or email sales@shortlist.net.