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Employer brand management is a niche in both the brand and employment worlds. It's about how to recruit and retain the employees that fit correctly with your brand, rather than merely fill the positions which are empty on your organisational chart.

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Employer brand management expands the scope of this brand intervention beyond communication to incorporate every aspect of the employment experience, and the people management processes and practices (often referred to as "touch-points") that shape the perceptions of existing and prospective employees.

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