



HR Leaders Employer Branding Toolkit -

Sample Employer Branding Project Request For Proposal

Getting Started:

In today's talent market, your employer brand can make or break your hiring success. As HR leaders work to attract and retain the right people, they're increasingly turning to employer branding as a strategic tool, not just a marketing add-on. But finding the right partner to shape that brand requires more than a quick Google search. It takes clarity, collaboration, and a solid request for proposal, or RFP.

That's why we've created a sample Employer Branding RFP. This practical framework aims to give HR leaders a head start in scoping their needs, aligning stakeholders, and engaging brand partners with the right offerings.

Here's what you need to get the conversation started...

Steps:

1. Review the sample RFP thoroughly
2. Gather internal input
3. Customize the RFP for your needs
4. Share with a shortlist of partners
5. Evaluate responses based on fit, not just flash
6. Conduct interviews
7. Select your employer branding partner

The sample RFP...

[Organization Name] is seeking proposals from qualified agencies to support the development and implementation of a comprehensive Employer Branding strategy. This project aims to clarify and communicate our Employee Value Proposition (EVP), align our internal culture with our external reputation, and position our organization as an employer of choice within the healthcare industry. We invite experienced partners to propose a strategic and creative approach that will help us define, design, and activate a compelling employer brand.

The project should contain the following elements.

Discovery

1.1 Project Planning

- Compile existing research and materials.
- Schedule key meetings.

1.2 Client Kickoff

- Gain a pragmatic overview and understanding of the organization.

1.3 Discovery Session

- Discuss different aspects of the brand, such as competitors, culture, mission, vision, talent benefits and needs, etc.

1.4 Current Employer Brand Audit

- Review the current employer brand ecosystem.
- Complete a brand health assessment.

1.5 Competitive/Comparative Audit

- Review competitive/comparative organizations and look for opportunities to differentiate.

1.6 Stakeholder Input

- **Internal Stakeholder Interviews**
- **Internal Focus Groups**

Strategy

2.1 Key Insights & Recommendations

- Present research findings.

2.2 Employee Value Proposition Development

- Synthesize inputs from the work above to uncover a compelling brand position.

Identity

3.1 Foundations

- Explore design strategy to set a common ground.
- Develop options for your Employer Brand Voice.

3.2 Concepts

- Craft visual concepts.
- Develop options for key components of your messaging toolkit.

3.3 Concept Testing

- Develop and execute a stakeholder survey to test final concepts against brand attributes. Includes development of survey questions as well as reviewing results.

3.4 Solutions

- Decide on and further develop the final concept.
- Incorporate revisions.
- Develop core talent message directions.

Launch

4.1 Identity Guidelines

- Develop identity guidelines.
- Facilitate a guidelines transfer.

4.2 Workshops

- Conduct workshops with various in-house teams.

4.3 Brand Applications Creation

- A number of hours of brand application creation for any new branded collateral to be used within a 3 month period following the release of files.

4.4 Additional Consulting

- A number of hours of additional work not outlined in the standard scope that the client needs during this process.

Final Deliverables

Strategy

- Brand Strategy Brief

Identity

- Visual Identity
- Messaging Toolkit
- Identity Guidelines

Launch

- Guidelines Transfer
- Workshops
- Brand Applications Creation
- Additional Consulting