

August Newsletter

EMPLOYER BRANDING – WHAT
YOU SHOULD KNOW

INSIDE THIS ISSUE

PG. 2

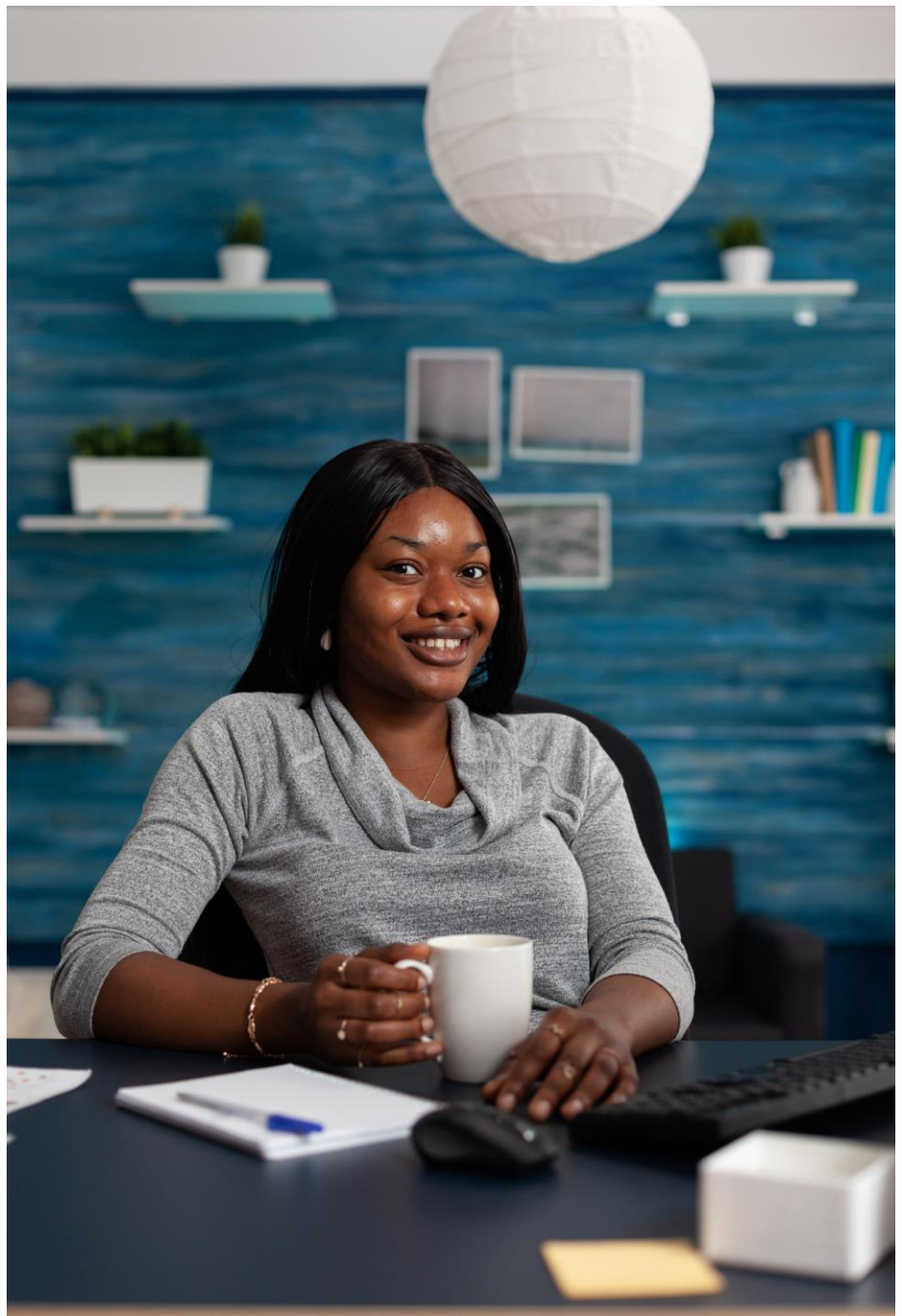
Employer branding

PG. 3

Employer branding

PG. 4

Business News Headlines



BUSINESS INSIGHTS

BY JANTA

DEAR JANTA COMMUNITY,

Welcome to the latest edition of Janta Kenya's newsletter, where we strive to empower your financial journey with insights, news, and advice tailored to meet your financial needs. In this edition, we explore the topic employer branding. Also included in this edition are business headlines and updates to keep you informed on the financial landscape.



EMPLOYER BRANDING:

In today's competitive job market, attracting and retaining top talent is more challenging than ever. While salary packages, benefits, and job roles play a significant role, there's another crucial factor that often gets overlooked: employer branding. This article delves into the importance of employer branding and how it can be the game-changer for businesses in the quest for top-tier talent.

Understanding Employer Branding

At its core, employer branding is the perception of a company as a great place to work. It's the image that potential, current, and past employees have about the company's values, culture, and work environment. Just as businesses invest in branding to attract customers, companies must also prioritize their employer brand to attract the best talent.

Why is Employer Branding Important?

1. **Attracting Top Talent:** A strong employer brand makes a company more attractive to job seekers. According to LinkedIn, 75% of job seekers consider an employer's brand before applying for a job. A positive brand image can be the difference between attracting top-tier candidates or losing them to competitors.

2. **Reduced Hiring Costs:** A robust employer brand can reduce the cost per hire by up to 50%. When a company is recognized as a desirable place to work, it receives more unsolicited applications, reducing the need for expensive job advertisements and headhunting fees.

3. **Increased Retention:** A positive employer brand not only attracts employees but also encourages them to stay. Employees who resonate with the company's values and culture are more likely to remain loyal, reducing turnover rates and associated costs.

4. **Enhanced Company Reputation:** A strong employer brand can also boost a company's overall reputation. Happy employees often become brand ambassadors, sharing their positive experiences on platforms like Glassdoor or social media, further enhancing the company's image.

Building a Strong Employer Brand: Strategies to Consider

1. **Clear Communication of Values and Mission:** A company's values and mission should be at the forefront of its employer branding strategy. Clearly communicating what the company stands for helps attract candidates who align with these values, ensuring a good fit.



2. Employee Testimonials: Authentic testimonials from current employees can provide a genuine insight into the company's culture. Sharing these testimonials on the company website or social media can offer potential candidates a glimpse into what it's like to work at the company.

3. Invest in Employee Development: Offering opportunities for growth and development can significantly enhance an employer's brand. Whether it's through training programs, workshops, or further education, showing a commitment to employee growth can be a significant draw for potential candidates.

4. Promote Work-Life Balance: In today's fast-paced world, work-life balance has become a top priority for many job seekers. Companies that promote flexible working hours, remote work opportunities, and mental health initiatives stand out as desirable employers.

5. Engage in Community Initiatives: Companies that engage in community service or philanthropic activities resonate with many job seekers, especially millennials and Gen Z. Such initiatives not only enhance the employer's brand but also contribute positively to society.

Measuring the Impact of Employer Branding

Like any other business strategy, it's essential to measure the impact of employer branding efforts. Key performance indicators (KPIs) to consider include:

- **Application Rate:** A surge in the number of applications can indicate a positive employer brand perception.
- **Employee Turnover Rate:** A decrease in turnover can suggest that current employees resonate with the company's values and culture.
- **Employee Engagement Scores:** Regularly conducting employee surveys can provide insights into their satisfaction levels and areas of improvement.
- **Cost Per Hire:** As mentioned earlier, a strong employer brand can reduce hiring costs. Monitoring this KPI can provide tangible evidence of the ROI on employer branding efforts.

Conclusion:

In conclusion, employer branding is no longer a luxury but a necessity in today's competitive job market. Companies that invest in building a strong employer brand stand a better chance of attracting and retaining top talent, ensuring long-term growth and success. As the business landscape continues to evolve, prioritizing employer branding will be the key differentiator between companies that thrive and those that lag behind.



BUSINESS NEWS HEADLINES

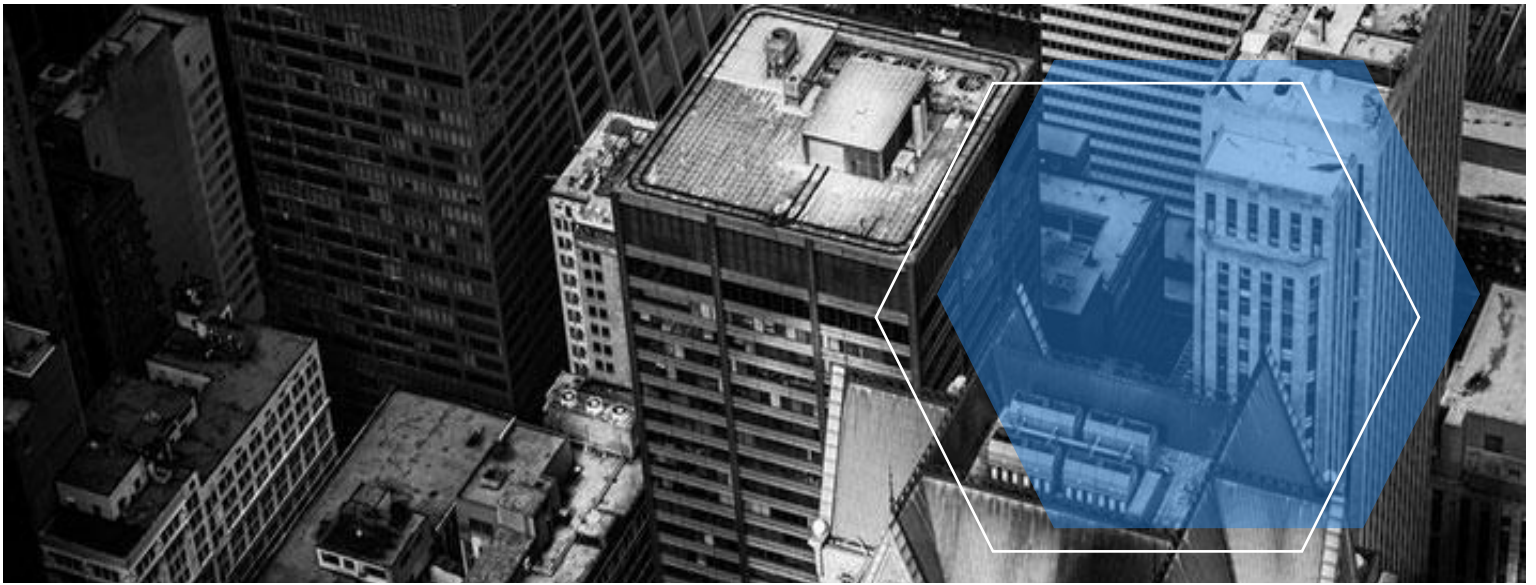
The recent surge in sugar prices in Kenya has significantly impacted households' budgets, coinciding with the implementation of the Finance Act 2023. This price hike, which saw a kilogram of sugar rise from KSh 210 to KSh 250, is attributed to a cane shortage that led to the closure of most milling firms. The scarcity has allowed both licensed importers and unscrupulous merchants to profit excessively. The Food and Agriculture Authority's directive to halt operations of millers in Western Kenya, who were found to be processing immature cane, further exacerbated the situation. Currently, only millers in the Southern Sugar belt are operational. Despite having a milling capacity of 14.96 million metric tonnes, Kenya's current production stands at 4.75 million metric tonnes, leaving an annual deficit of 521,695 metric tonnes. The sugar sector, which supports up to 8 million Kenyans and 400,000 small-scale farmers, is in a precarious state due to these challenges.

In its recent weekly treasury bills auction, the Central Bank of Kenya (CBK) garnered KSh 10.3 billion from bids totaling KSh 11.3 billion, reflecting a performance rate of 47.1%.

Despite offering T-bills worth KSh 24 billion, the 91-day treasury bills emerged as the most popular, with bids worth KSh 6.7 billion against an offer of KSh 4 billion, resulting in an oversubscription rate of 167.4%. Conversely, the one-year T-bills were the least favored, with bids worth KSh 256.3 million against KSh 10 billion on offer, indicating an undersubscription of 2.6%. The CBK accepted all bids. The next auction, scheduled for August 10, 2023, will target KSh 46.6 billion for loan redemptions and KSh 22.7 billion in new domestic market borrowings.

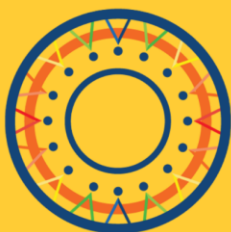
Kenya's private sector experienced a significant slowdown in July 2023 due to political protests that led to a decrease in consumer spending and a sharp decline in demand, as reported by the Stanbic Bank Kenya Purchasing Managers Index (PMI). The contraction in output was the fastest since August 2022. The depreciation of the Kenyan Shilling against the US dollar, coupled with rising fuel prices due to an increase in VAT on fuel from 8% to 16%, resulted in a substantial rise in business costs. The PMI reading of 45.5, down from 47.8 in June, indicated a deterioration in business conditions for the sixth consecutive month. The cost-of-living crisis and political demonstrations negatively impacted sales across various sectors, with agriculture being the only sector to register growth.

The Ministry of Lands, Public Works, Housing and Urban Development in Kenya has designated the Kenya Revenue Authority as the collector of the affordable housing levy, effective from July 1st. This follows the lifting of temporary orders that had barred the implementation of the Finance Act 2023. The levy, payable by both the employee and employer at 1.5% of the employee's gross monthly salary, is to be remitted by the employer within nine working days after the end of the month. Following the lifting of the order, some companies, including Safaricom, have adjusted their service prices to accommodate the new tax measures. However, the law's opponents have moved to the Supreme Court to challenge the decision.



KEEPING YOU INFORMED AND CONNECTED TO THE LATEST BUSINESS NEWS

We trust that our deep dive into employer branding and its pivotal role in attracting and retaining top talent in today's competitive job market has been enlightening. Remember, your company's values, culture, and work environment shape your employer brand, and clear communication of these elements can make all the difference. As we conclude this edition of Janta Kenya's newsletter, we underscore the importance of investing in employee development, promoting work-life balance, and engaging in community initiatives to strengthen your employer brand. We also highlight the need to measure the impact of your employer branding efforts through key performance indicators such as application rate, employee turnover rate, employee engagement scores, and cost per hire. As we navigate the evolving business landscape, we look forward to providing more insights, advice, and the latest updates from the world of business. Stay tuned for our next edition, and happy branding!



BUSINESS MONTHLY NEWSLETTER

JOIN US



www.jantakenya.com