



Uncovering and leveraging the employer brand

The University of New South Wales (UNSW) engaged Malcolm Peak (initially of Randstad and then of Peak Corporate Solutions) to design and implement a plan to uncover the elements of the University's employer brand (and employee value proposition) which articulated what staff value about working at UNSW and what could attract potential staff to work at UNSW.

The rationale for the project lay in the recognition by the University that the higher education sector was becoming more competitive as institutions competed not only for the top academics and the research funds they brought with them, but also for top non-academic talent that helped the organisations operate effectively.

The University had previously commissioned some work into the drivers of attraction for academic staff, and now needed to bring an overarching approach to the employer brand to cover all types of employees at UNSW.

We selected Malcolm to undertake this project as he clearly understood the nuances of the higher education sector, brought to the table an approach that managed a wide number of stakeholders, was focused on the underlying messages and not simply creating attractive marketing material, and understood the need to align employer brand with organisation direction and strategy. Malcolm's was also flexible, responsive and easy to work with which we valued.

The project outcomes challenged a number of assumptions we had made about various employer brand factors, and Malcolm also provided insight into how we could leverage new factors and themes that we had not originally considered. The roadmap he provided gave us a clear way forward helping us understand the aspects of our brand we needed to leverage better, and how to overcome any gaps between the employer brand we desired, and the employer brand we were able to offer.

We would be pleased to recommend Malcolm to any organisation seeking to understand its employer brand, develop a consistent message, and define a roadmap to achieve aspirational employer brand goals.

Jess Small

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