Amplēo HR

Employment Brand Audit

Two-minute quick self-audit

Most companies don't find out their employment brand is broken until a role has been open for months. This short self-audit takes two minutes and tells you where to look first.



Answer yes or no:

Y	N	
☐	☐	Can a candidate find and apply to your open roles in under two minutes?
☐	☐	Is your applicant tracking system paired with a job aggregator, or does a posting only live on your own careers page?
☐	☐	Is your Glassdoor presence current, accurate, and something you'd feel fine having a candidate read?
☐	☐	Are your job descriptions written for the specific type of candidate you actually want, tactical and production-focused versus strategic, rather than a generic template?
☐	☐	Do you have any way to keyword-search past applicants, or does everything live in email and spreadsheets?
☐	☐	Could you tell a candidate, today, how long your hiring process typically takes from application to offer?
☐	☐	If your best current employee left tomorrow, do you have a real pipeline, or would you be starting from zero?

Scoring

Three or more no's means your employment brand is likely costing you candidates you never even see. That's worth a conversation before your next hire.

Talk to an HR expert about your recruiting technology and employment brand.

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