

Employer Branding vs Recruitment Marketing (vsdiff.com)

Feature	Employer Branding	Recruitment Marketing
Definition	Employer branding focuses on portraying a company as an employer of choice to attract and retain talent.	Recruitment marketing is about using marketing techniques to attract candidates to job openings.
Goals	To create a positive perception of the company culture and work environment.	To fill job vacancies by promoting specific openings and the benefits of applying.
Audience	Current and prospective employees, often targeting passive candidates.	Active job seekers looking for immediate employment opportunities.
Approach	Long-term strategy encompassing various employer value propositions (EVPs).	Short-term tactics focused on individual job roles and immediate needs.
Content	Focuses on company culture, employee testimonials, and values.	Utilizes job descriptions, targeted ads, and promotional material to attract candidates.
Measurement	Success measured through employer reputation, employee retention rates, and social engagement.	Success measured through application rates, time-to-fill metrics, and candidate quality.

Source: <https://vsdiff.com/employer-branding-vs-recruitment-marketing/>