YOUR  
LOGO

**COMPANY NAME**

EMPLOYER BRANDING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your employer branding strategy. We help organizations attract top talent by shaping and promoting an authentic employer brand that resonates with your ideal candidates.  
  
This proposal outlines how we will support [Client Name] in defining and amplifying your employer value proposition (EVP).

# Problem or Opportunity

[Client Name] is aiming to strengthen its reputation as an employer of choice to attract and retain high-quality candidates in a competitive market. Without a strong employer brand, recruitment efforts may suffer from low engagement or misalignment.

# Proposed Solution

We propose a structured employer branding project that includes internal research, EVP development, messaging design, and activation across relevant channels.  
  
Key Benefits:  
- Increased visibility among top talent  
- Higher applicant quality and lower cost-per-hire  
- Stronger employee engagement and retention

# Scope of Work

Our employer branding services include:  
  
- Internal research and stakeholder interviews  
- Employee value proposition (EVP) creation  
- Careers page and recruitment content strategy  
- Social media branding and job post optimization  
- Employee testimonials and video content (if needed)  
- Employer brand playbook and training materials

# Timeline

Estimated timeline for research, brand development, and activation:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Research | Conduct internal interviews and analysis | [Start Date] |
| EVP Development | Create employer brand messaging | [Date] |
| Brand Activation | Roll out brand through digital channels | [Date] |
| Toolkit Delivery | Hand off content and brand playbook | [Completion Date] |

# Pricing

Estimated pricing for employer branding services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Research & EVP | Internal analysis and brand positioning | [Amount] |
| Messaging & Content | Career site, social media, job posts | [Amount] |
| Activation & Playbook | Launch strategy and materials | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a people strategy and branding firm helping organizations tell their story to the right talent.  
  
- Experience: [X] years developing employer brands for [industries]  
- Expertise: EVP development, storytelling, recruitment marketing  
- Mission: To help businesses build authentic, engaging brands that attract and retain great people

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Employer branding refresh for a scaling tech company  
- Outcome: 3x increase in applicant volume and improved candidate quality  
  
Testimonial:  
“[Your Company Name] helped us bring our culture to life. Candidates now know exactly what we stand for.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% at project start, 50% upon final delivery.  
Confidentiality: All employee and brand data is handled securely.  
Revisions: Includes one revision round to messaging and content deliverables.

# Acceptance

To begin your employer branding engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_