



INFORMATION REPORT

TO:	Chair and Members Audit, Finance and Administration Committee
COMMITTEE DATE:	April 18, 2019
SUBJECT/REPORT NO:	Human Resources Branding Strategy (HUR19005) (City Wide)
WARD(S) AFFECTED:	City Wide
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INFORMATION

Human Resources (HR) is often considered to be the face of an organization, particularly when actively seeking external candidates through the recruitment process. HR is often the first initial interaction new employees have with an organization, providing them with their first impression of the City of Hamilton as an employer. Just as importantly, HR must have a connection with its active employees to support engagement that is nurtured through a workplace culture of high performance and wellbeing.

Effective HR strategies play a key role in the brand management of an organization. These strategies allow HR to reflect the City's philosophy, culture and approach to service delivery within our community by supporting employees so that they can enhance the trust and confidence of our citizens' service experience. The City's HR division views its role not only to ensure compliance with labour laws, employment ethics and policy, but also helping to ensure that employees are in sync with our value proposition, both internally and externally to the organization.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

To achieve this goal, HR collaborated with the City's Communications and Creative Design section to develop a communication brand and marketing strategy to connect HR "internally" with its employees as well as "externally" with prospective employees. This strategy included consultation with key stakeholder groups as well as a review of best practice initiatives that could be applied to the City. The concept includes a consistent look and feel that incorporates colour, font, and messaging.

Internal HR Branding Strategy

You are the reason...

The internal HR branding strategy is intended to make a strong personal connection with each employee. It is an opportunity for HR to acknowledge employees for their contributions to the organization as a whole, as well as marketing the meaning, role and reputation of HR within our organization. This speaks to current City employees with the purpose of recognizing their performance and commitment to the organization and clearly acknowledges the vital role employees play each and every day.

For internally HR focused communication and marketing opportunities, the HR tagline is ***you are the reason...***

Marketing and communication of HR's internal branding strategy will be embedded in employee recognition events, internal postings, general meetings, roadshows, banners, newsletters, HR led initiatives and materials, etc.

External HR Branding Strategy

Be the reason...

The external HR branding strategy speaks to the broader public, promoting the City as an employer of choice. Working to persuade potential candidates that the City provides them with the best Employee Value Proposition (EVP) and demonstrates the tremendous positive impact City employees have on their community – that is, the "benefits" received and delivered by joining the City. This external branding highlights both the benefits of becoming a City employee (as demonstrated through our remuneration and workplace policies and practices) as well as joining an organization representing and servicing a vibrant and expanding city.

For externally HR focused communication and marketing opportunities, the HR tagline is ***be the reason...*** which demonstrates HR's commitment to delivering quality customer service to our community through inclusive selection practices, development and learning opportunities, and retention strategies.

Marketing and communications of the external branding strategy will include tactics such as job advertisements, social media (i.e. Twitter and Instagram), trade show booths, banners, job fairs, etc.

The HR Brand

The notion of branding is designed to create a sense of connection, identity, and purpose for an organization. The HR brand strives to incorporate the fundamental concept that each and every employee and prospective employee has the talent, ability and opportunity to make the most meaningful contribution to their community through their employment at the City of Hamilton.

HR branding, which is also known as employer branding, is an opportunity to promote the City as an employer of choice and is an effective tool for both the attraction and retention of top talent. Employer branding is not the sole responsibility of a marketing section, but rather one that must be embraced by HR, highlighting our role as both internal and external brand ambassadors. An engaging and strategic branding campaign will help the City attract the best candidates and provide for a larger pool of potential and highly qualified employees to select from. It also helps promote the value of the City for potential candidates, thereby increasing the value proposition of it in exchange for highly skilled and capable talent being recruited to the organization.

Through this exercise, HR realized a divisional commitment statement. This statement will be used in documentation and correspondence from HR to both internal and external audiences.

*Human Resources is dedicated to delivering employee-centered services that enrich work experience, culture and performance in ways that add value to the City and its customers. We are partnership focused, customer service oriented and leverage technology to enable employees to **be the reason** Hamiltonians have a positive experience with City services.*

In addition, HR recently launched Howi (Hamilton Online Workplace Information) which is a portal that connects HR with all employees across the City. Any employee that has access to a mobile phone, or a personal device such as a laptop or tablet, is now able to connect with HR for any employment related information, ask questions of HR as well as connect with any employee across the organization. Howi is a tool that connects HR with all employees, and is intended to **enable, engage, enhance, and empower** employees' overall employment experience. By continuously enhancing their experience and encouraging employees to visit often, Howi will be increasingly recognized by its logo and other marketing related initiatives that are intended on making Howi synonymous with HR.

These branding strategies, the HR commitment statement and Howi all work in conjunction and alongside the City of Hamilton's Strategic Plan 2016-2025 and continue to prove that the City of Hamilton is a vibrant, diverse, welcoming, and dynamic community as well as the best place to raise a child and age successfully.

Next Steps

The HR division will continue to work with the Communications and Design Services section to develop a tactical plan for implementation of the branding strategies. These will immediately include digital banners for eNet, Hamilton.ca, Twitter, LinkedIn, pull-up banners to be placed at various locations throughout the organization, an ad and article in the @CityofHamilton newsletter and a posting in Howi. As time and the campaign progress, the messaging will be woven throughout the organization and additional tactics will be added as appropriate. This campaign will start as early as June, 2019.

APPENDICES AND SCHEDULES ATTACHED

Appendix A to Report HUR19005 – Design Concepts