

We're Storm2

CONNECTING FINTECH TALENT

EUROPE | NORTH AMERICA | APAC

The Employer Branding Checklist

Your FinTech's journey to attracting and retaining top talent begins with a strong and distinct employer brand. In the fast-evolving landscape of FinTech, where competition for talent is fierce, your company's culture and values set the stage for success. This practical employer branding checklist offers a roadmap to enhance your company's image, resonate with candidates, and stand out in the market.

☐ 1. Define Your Employer Value Proposition (EVP):

Clarify what makes your FinTech unique and an exceptional place to work. Craft a compelling EVP that aligns with your company's mission, vision, and values. Showcase the tangible benefits and experiences that employees can expect.

☐ 2. Audit and Refine Your Messaging:

Evaluate your communication channels—website, social media, job ads, etc. Ensure your messaging is consistent, clear, and reflects your company's culture. Tailor your content to resonate with the target candidates you're seeking to attract.

☐ 3. Cultivate a Positive Candidate Experience:

Map out every touchpoint a candidate encounters, from initial job discovery to the final decision-making process. Create a seamless, respectful, and insightful journey that leaves a positive impression, regardless of the outcome.

☐ 4. Align Culture with Reality:

Ensure your company's internal culture mirrors the external image you're projecting. Authenticity is key. Your workplace culture should genuinely reflect the values and experiences you promote.

☐ 5. Enhance Interview Process:

Recognize that the interview process is an extension of your employer brand. Tailor questions that delve into candidates' alignment with your values, aspirations, and the role's challenges. Provide timely feedback to showcase professionalism and respect.

☐ 6. Develop Employee Advocacy:

Empower your current employees to become brand ambassadors. Encourage them to share their genuine experiences and insights on platforms like Glassdoor or LinkedIn. Positive employee testimonials can significantly impact your brand's credibility.

☐ 7. Leverage Technology and Social Media:



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Embrace the digital age by showcasing your FinTech's innovations and achievements. Utilize social media platforms and tech-driven strategies to highlight company culture, community involvement, and breakthroughs.

☐ 8. Measure and Adjust:

Continuously gather feedback and data to gauge the effectiveness of your employer branding efforts. Adjust your strategies based on insights and trends to maintain a relevant and appealing brand.