



USAID's Engendering Industries Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries:

12.5 Build a successful employer brand that is attractive to female candidates

About Your Gender Equality Plan

The following Gender Equality Plan was generated using Engendering Industries' online tool: [The Best Practices Framework for Advancing Gender Equality in Male-Dominated Industries](#). The best practices listed in this plan were identified and included to fill gender equality gaps at your organization. The information included in your plan provides an overview of how to implement best practices, challenges to implementation, and markers of success. More information and resources for advancing gender equality at your company are available at EngenderingIndustries.org.

Description

Showcase the company as having an equitable and inclusive culture, highlighting initiatives that support gender equality and D&I

Communicate about the equitable corporate brand, placing women employees in brand ambassador/
spokesperson positions to enhance credibility

Create a website that clearly communicates gender equality and D&I as a company value and provide examples on how the company acts on these values

Create a profile on various job and recruiting websites to openly state why gender equality and D&I are important to your company, disclosing targets and/or strategies on gender equality and D&I (in addition to the company website or career page)

Be present at regional job fairs, career days at universities, etc. to attract talent

Use creative gender-responsive approaches and messages to communicate your employer brand^[1] and engage current and potential employees (e.g., storytelling, videos, etc.)

Ensure female and male employees are provided with equal opportunities to represent the company at public fora

Challenges to Implementation

Strategic importance of corporate branding may be underestimated

Setting up an employer branding strategy demands time and effort, which may be challenging to prioritize in a resource-constrained environment

Results of a successful corporate branding strategy do not show immediately and may require patience to sustain efforts while waiting for longer-term results

What Success Looks Like

General public image of the company as employer of choice for women and men is increased

Current female and male employees involved in the employer branding process

Credibility is increased and more diverse female talent is accessed

Female candidates increasingly apply for positions at the company because they are convinced that gender equality and D&I is part of the company's values, mission, vision, and culture

Family and friends of female talents are supportive of them working at the company due to increased perception as good employer for women

Resources and Tools

Example: [#WeSeeEqual](#) (Procter & Gamble)

Example: [Women's Perspective](#) (Shell Global)

Report/Study: [Diversity and Inclusion Needs to Be More Than a Brand Message to Impact Talent Attraction](#) (ADP)

Video: [GE #BalanceTheEquation Campaign: "What If Scientists Were Celebrities?"](#) (General Electric, GE)

[1] **EMPLOYER BRAND.** Describes a company's reputation and popularity from a potential employer's perspective and describes the values a company gives to its employees. (Source: [TalentLyft, What is Employer Brand?](#))