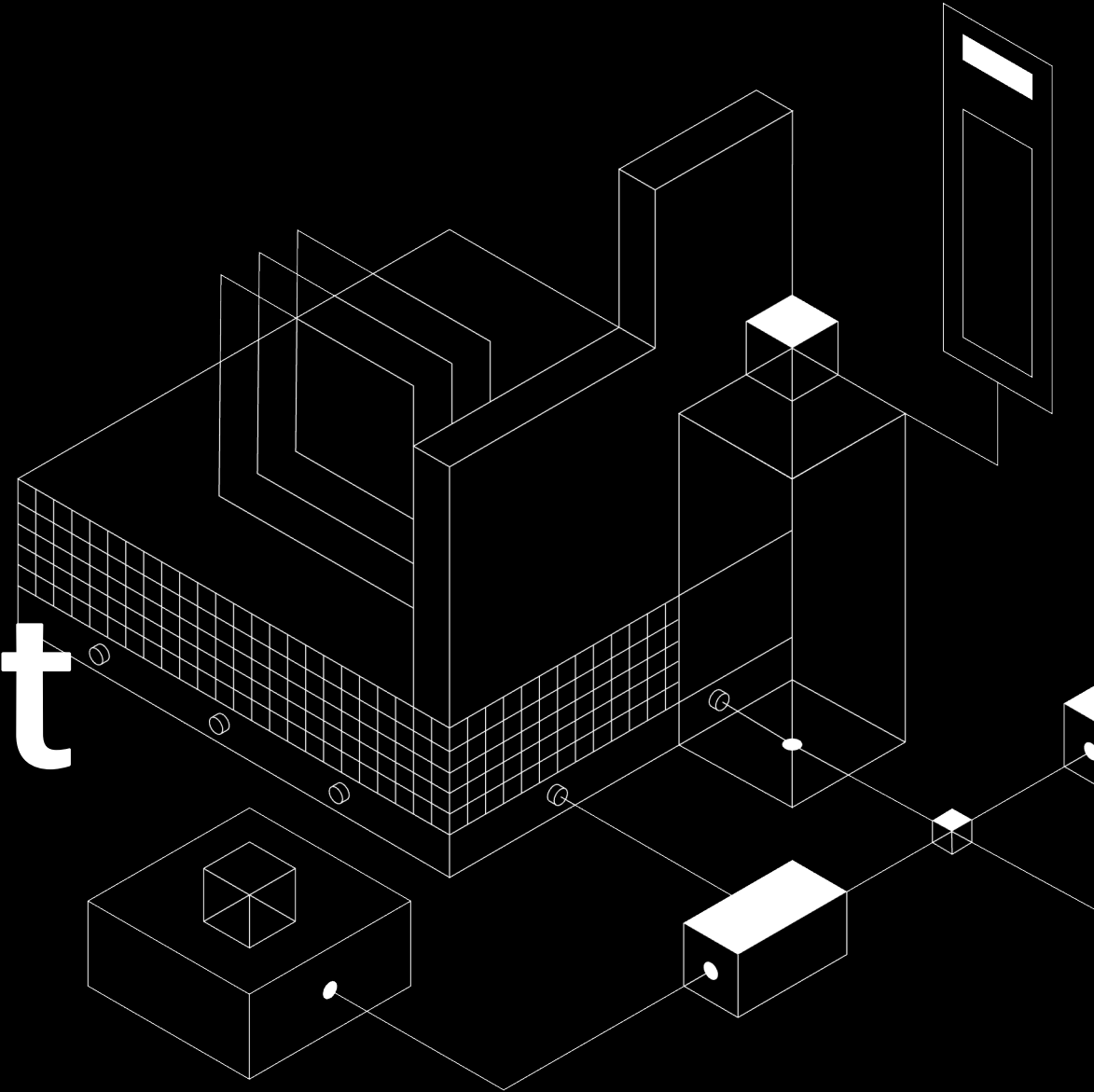


# Employer Branding: How to Build It



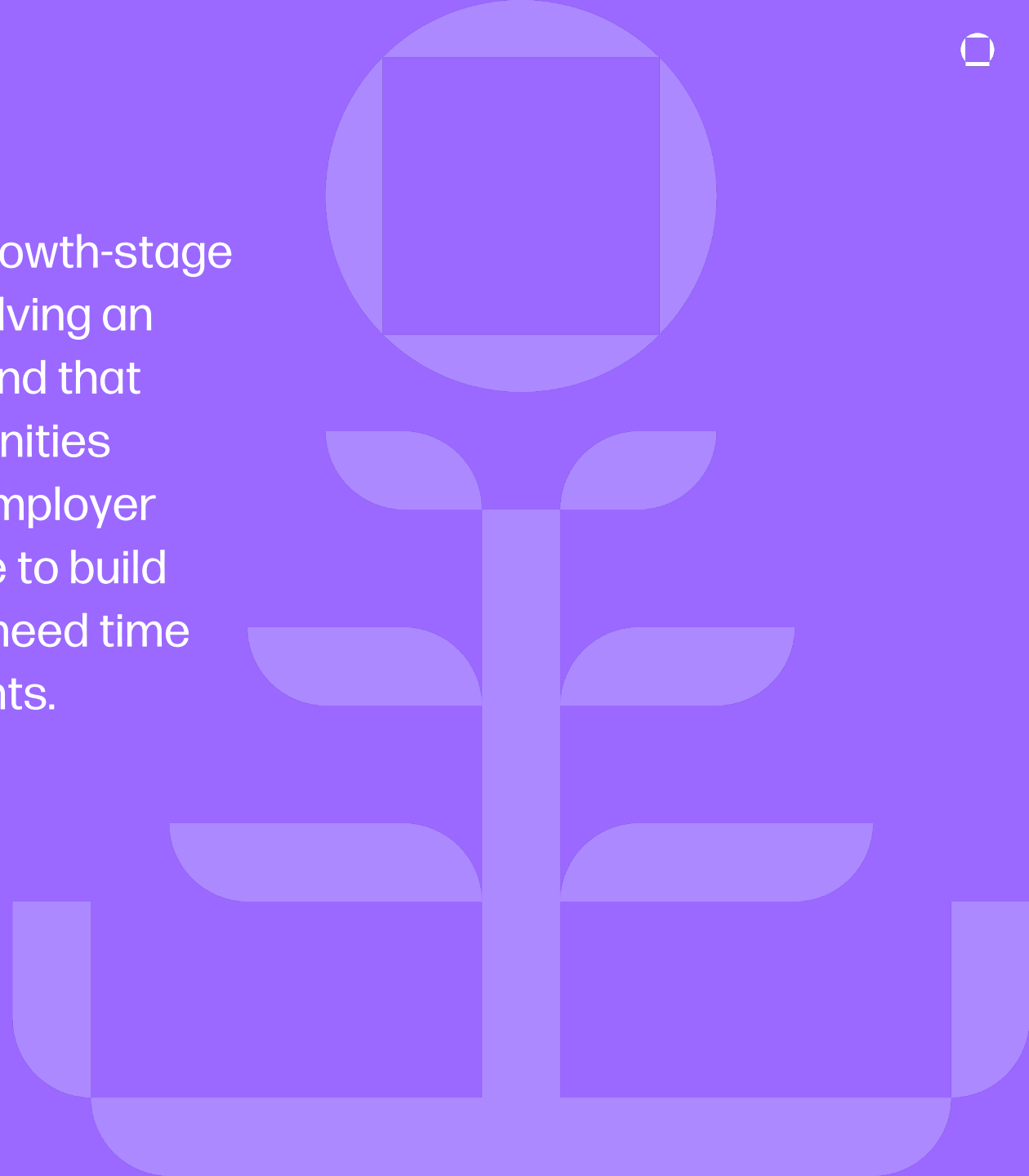


This guide, especially relevant for startups or growth-stage teams building their first employer brand or evolving an early one, will help you develop an employer brand that highlights company values, culture, and opportunities for growth. One key thing to remember is that employer branding doesn't happen overnight; it takes time to build as it's not a 'set it and forget it' approach. You'll need time and patience to set expectations and refinements.



**Jules Nguyen**

Portfolio Talent Lead – Galaxy Ventures





# Employer Brand

Why is your employer brand important? Your employer brand is your identity, culture, and reputation as an employer. Your employer brand is not just one thing. Your employer brand is inclusive of your branding guides, career pages, employee culture content, interview experience, employee value/perks and more – it's the combination of everything your prospective, current, and past employees feel about your company and employee experience. It's how your company is perceived as a potential place to work. To attract and retain top talent, you'll want to ensure candidates have a clear understanding of who you are and what your culture is like.

## Benefits of having a strong employer brand:



Attracts and  
retains top talent



Reduces  
hiring costs



Improves  
diversity



Showcases  
careers,  
not just jobs



Own the conversation  
on social and  
review sites



001

# Brand Positioning & Narrative





# Brand Positioning & Narrative

Define and align the brand story you want to tell the world. The first step is to take a look at the current company culture; what do you like/dislike? This will help you define what the company values are because those will shape and embody the culture.

Create a first draft that outlines your brand story and company culture from a career perspective and get Leadership's buy in. What do they like/dislike about it and choose a couple of words that really embody the company. Next, test the first draft with employees via a survey, and update the draft based on employee survey results. At early stages, a Google Form survey will suffice. As you grow, there are HR platforms like BambooHR that offer eNPS surveys. Both Leadership and employee alignment is important as without it, you'll have a fragmented company culture.

Make sure the voice and tone is authentic, and not filled with corporate jargon. Candidates can sense when companies are being disingenuous.

## Craft Your EVP (Employer Value Proposition)

1. Why should someone join you?
2. What makes your team genuinely different in the crypto space?
3. What you offer (comp, benefits, learning)
4. What you stand for (values, mission)
5. What you expect (bar for excellence, collaboration, etc.)

## Define Your Narrative Pillars

Structure all messaging around four storytelling themes:

1. **Mission & Vision** – Where we're going and why it matters.
2. **People & Culture** – Who we are and how we work.
3. **Craft & Dedication** – The detail and thought we put into our work.
4. **Impact & Opportunity** – What new hires will get to work on and influence.



002

# Content Strategy & Execution





# Content Strategy & Execution

Publish high quality, engaging content that reflects your values, attracts talent, and strengthens emotional resonance. The format can be a variety of things from long form blog posts, internal offsites turned into narratives, or multimedia like photos, videos, and podcasts.

Leverage career oriented social channels (Linkedin, BuiltIn, Glassdoor) by sharing compelling content that supports the brand message. Candidates want to know what it's really like to work for your company. Create testimonial content, internal mobility articles, and highlight diversity efforts.

## Cultural Blog Series

### Themes:

- "A Week in the Life" of team members. This could rotate based on different job families like engineering, product, design, finance, etc.
- Deep dives on how decisions get made internally. Sharing bottom up decision making could highlight how you are different from most top down organizations.
- Retrospectives that show humility and learning. Take diversity efforts for example. No one has the best diversity numbers. It's ok if you're homogenous now, as long as you're trying, that's a step in the right direction.
- Why we care about [your company space], long term thinking, and permissionless tech.
- Posts like "Why We Offer X" ("Why We Do Offsites," "Why Everyone Gets a Sabbatical")
- "Remote work setups of the team" as a fun way to showcase remote workforce culture



# Content Strategy & Execution

## Shareable Social Media Content



### Design bite sized stories for easy reposting:

- Memorable quotes from team members
- Behind-the-scenes photos
- “We’re hiring” visuals with a human tone
- Culture GIFs or memes that are appropriate for your brand



### Make it easy for employees to get involved:

- Introduce an Ambassador program that incentivizes employees (brand ambassadors) to share content to their network, and bring in referrals for open roles
- Curate monthly "share packs" with links and suggested captions
- Automate social reviews by including a reminder in your onboarding process (could be through Rippling or similar platform) to ask new hires to submit reviews 30-90 days after their start date onto Glassdoor, LinkedIn, BuiltIn, etc.

## Career Page Revamp

The careers page isn’t just a collection of job listings. It’s your most powerful recruiting asset and the embodiment of your employer brand and presenting your employee experience. When candidates view it, they should immediately understand your identity, personality, values, and how working at your company benefits their career and life.

### What to include in your Careers Page

- Team member quotes (text + photo or short video)
- Visuals of real team moments (not stock). For example, if your company imagery suggests workplace diversity, but your careers page shows none of that, candidates will notice.
- “How we work” section describing your async/sync mix, decision making style, communication habits, etc.
- Values in action (not just listed, but shown with real examples)
  - Once we have an approved set of values, we should build them out and champion those back into performance management. Most companies put out their values and forget about it.
  - For example, if one of your values is putting employees first, then tie it into your day to day. You have a distributed workforce, so you need to ensure everyone feels welcomed and valued. Make sure all benefits are available to remote workers; local geo groups have a budget for team bonding events if they’re not attending the company all hands at HQ. This will create an inclusive culture.





# Career Page Examples



[Chainlinklabs.com/careers](https://Chainlinklabs.com/careers)

- The landing page is very clear. There's a call to action button immediately to view open roles.
- Overall page layout flows nicely from an emotional appeal (once in a lifetime opportunity), awards won, emphasis on remote work and ownership, core principles, to who they are.
- The employee testimonial from their Head of Global Markets ties in with their emotional appeal tagline of "once in a lifetime opportunity".
- Under "Global expertise, one mission" they did a good job appealing to everyone from web2 folks to crypto natives.

## coinbase

[Coinbase.com/blog/culture-at-coinbase-2021](https://Coinbase.com/blog/culture-at-coinbase-2021)

- Good idea to have the CEO publish the culture statement. If yours is lengthy, consider having a dedicated page to provide depth and insight like Coinbase did.

Airbnb and Netflix are great examples of companies with strong culture. When people think of these two companies, usually the first thing that comes to people's mind is their strong hiring bar/talent pool, happy employees, lots of benefits, strong compensation packages, and remote first. They've done an excellent job on their employer branding. This contributed to their low employee churn, making it very tough to poach. It's this kind of employer brand you want to build internally and showcase externally.



[Careers.airbnb.com/life-at-Airbnb](https://Careers.airbnb.com/life-at-Airbnb)

Airbnb's motto of "Belong anywhere" isn't limited to its customer base. They've done an excellent job of creating an inclusive environment where all employees can find their place. As an example of this, they list ERGs under "Shaping our Culture"

## NETFLIX

[Jobs.netflix.com/culture](https://Jobs.netflix.com/culture)

Netflix's culture deck is so well known, they have candidates study it before an interview. Similar to Coinbase, it's super detailed for their scale, so at earlier stages yours might need to be as in-depth. Their culture is described by ["freedom and responsibility"](#) (slide 75), and they mean it – they have a ['no limit'](#) expense policy, meaning no limits, rules, reporting, or tracking set in place for expenses. Employees can spend 100k+ with no questions asked or approvals needed because the company trusts them.



003

# Talent Acquisition & Candidate Experience





# Talent Acquisition & Candidate Experience

To hire great candidates, you'll need to provide them with a positive and efficient interviewing experience. Having a structured, consistent interview process reduces time-to-hire, enhances candidate experience, and for compliance, defends against lawsuits. Standardized interviews create efficiency by eliminating unqualified candidates early on and giving qualified candidates an environment where they can best succeed.

## Targeted Outreach



Focus on crypto native communities like developer channels, Twitter, DAOs, Telegram groups, hackerhouses, etc.



Build long term relationships, not just job posts.

Engage your network, focus on meaningful connections rather than adhoc ones.

- Consider establishing dialogue with strong candidates you may not have an open role for at the moment; down the line when one does become available, you'll have a short list of candidates to reach out to.

Introduce an employee referral program to increase candidate funnel and save on agency fees.

- Roll out the program via company channels (Slack, all hands meetings, internal wikis, ATS) and make sure to share this during onboarding with new hires.

## Job Posts That Reflect You



Use clear, candid language that reflects your team's personality. Check out my guide on how to create great JDs under the Talent & Hiring Resources section, [here](#).



Emphasize impact and autonomy



Include updated benefits and real quotes



Link to blog content to offer deeper context



# Candidate Experience

## Streamline Your Process to Feel Human

You do not need more than four interviews at early stages (sub 100 employees), if you're interviewing correctly. Startups often think they have to mimic rigorous interviewing processes of larger enterprises. What works for them, doesn't translate to your environment. I suggest structured interviews, something like the following as it typically gathers all the data points you'll need to make a hiring decision.



1. HR interview



2. Hiring Manager Interview



3. Team Interviews



4. Founder Interview

## Communicate Clearly and Often at Every Step



Adhere to a 48hour SLA for providing feedback.



Provide no-update updates, if you are waiting on feedback or facing some other blocker. Candidates will appreciate that more than silence

## Sharing Interview Prep to Set Candidates up for Success



Who are they meeting with, what focus areas will be probed, duration of the interview, etc.



004

# Benefits Benchmarking & Visibility





# Benefits Benchmarking & Visibility

Offer competitive pay and benefits, and make them a part of your brand story. Similar to crafting your employer narrative, start by determining what your compensation philosophy is – do you want to pay at market or above market, and how you want to structure your offers.



Review crypto, fintech, and remote first companies similar in size and stage for how much they're spending on talent. I can help you benchmark the market with compensation tools I have. Reviewing competitors' careers pages is also helpful.



Collect internal feedback about current offerings.



Update benefits to reflect what matters to your team (learning or conference budgets, remote work, sabbaticals, upward mobility, time off, etc.)

## Reflect benefits transparently in:



Career page



Offer letters



Recruiting conversations



Blog posts



# Employer Branding Guide Execution Roadmap

Week 1-2	Week 3-6	Week 7-10	Week 11-12
<ul style="list-style-type: none"><li>▪ Finalize EVP (Employer Value Proposition) and narrative pillars Audit existing content and assets</li><li>▪ Plan blog calendar and career page revamp</li></ul>	<ul style="list-style-type: none"><li>▪ Write and publish the first couple of culture blog posts</li><li>▪ Draft new job post templates</li><li>▪ Begin collecting quotes and visuals for career page</li><li>▪ Start benefits benchmarking</li></ul>	<ul style="list-style-type: none"><li>▪ Launch internal “share pack” system</li><li>▪ Finalize and publish career page update</li><li>▪ Release short videos or photos for social</li><li>▪ Begin benefits rollout internally and externally</li></ul>	<ul style="list-style-type: none"><li>▪ Measure engagement on posts and career page</li><li>▪ Gather internal and external feedback:<ul style="list-style-type: none"><li>▪ Growth in qualified applicants from inbound</li><li>▪ Time to hire</li><li>▪ Glassdoor/LinkedIn review quality &amp; quantity</li><li>▪ Internal eNPS or pulse survey results</li><li>▪ Employee referral volume</li></ul></li><li>▪ Plan next quarter of storytelling and recruitment marketing</li></ul>



# Summary

However you slice and dice it, your employer brand is crucial to success. It isn't just a 'nice to have', it's a powerful reflection of your culture, values, and reputation in the eyes of future employees. It influences how top talent sees you and ultimately shapes who chooses to join (and stay with) your team.

As you refine your overall brand strategy, don't overlook the importance of the internal story you're telling. Building a strong employer brand takes time, intention, and consistency. It's not something you launch and leave; it's a living part of your business that evolves alongside it.

