



COLUMN FIVE

Employer Brand Messaging Template

This handy messaging framework will help you tell a consistent, cohesive employer branding story.

For more detail on how to use this template, see our

[Guide to Build Your Employer Branding Content Strategy.](#)

Employer Value Prop _____



Messaging Pillars _____



Pillar 1	Pillar 2	Pillar 3
Campaign Goal	Campaign Goal	Campaign Goal
Campaign Concept	Campaign Concept	Campaign Concept
Key Messaging/Story	Key Messaging/Story	Key Messaging/Story



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

Learn more at columnfivemedia.com.

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