

Date: [Date]

To: [Recipient Name/Executive Committee]

From: [Department Name/Project Leads]

Subject: Recommendation for Corporate Employer Branding Initiative

Dear [Recipient Name],

We are writing to formally recommend the launch of a comprehensive Corporate Employer Branding Initiative. After a cross-departmental analysis, our joint team has identified a significant opportunity to strengthen our market position by aligning our internal culture with our external reputation.

Our research suggests that this initiative will provide the following strategic benefits:

- **Talent Acquisition:** Reduction in cost-per-hire by attracting high-quality passive candidates.
- **Employee Retention:** Increased engagement and pride among current staff, reducing turnover rates.
- **Market Consistency:** A unified brand voice across recruitment platforms and corporate communications.

The proposed initiative will focus on defining our Employee Value Proposition (EVP) and digitizing our recruitment marketing strategy. We have outlined a preliminary roadmap that requires collaboration between Human Resources, Marketing, and Operations.

We request a formal meeting to present our detailed proposal, budget requirements, and implementation timeline. We believe this investment is critical to our long-term growth and competitiveness.

Thank you for your consideration.

Sincerely,

[Your Name]

[Your Title]

[Your Department]

[Co-Signer Name]

[Co-Signer Title]

[Co-Signer Department]