**ABSTRACT**

The present article aims at discussing the value of employer branding, a relatively recent phenomenon in the field of company communication practices, which can be treated as an attempt to develop a dialogistic type of relationships between company employers and employees. The former use this communication strategy to attract quality workers and to retain the currently employed. For the latter it is the means to evaluate their employer by means of all kinds of suggestions, innovative remarks as well as comments, both positive and negative impacting the employer’s image and reputation. As such employer branding may be treated as an important source of information for the employer about their management strengths and weakness, especially as far as their Public Relations (PR) practices are concerned. The author of the present article argues that employer branding can contribute significantly to the employer self-knowledge and verify their self-perception as well as serve to improve the image the company aims at creating only if the employer-employees communication becomes a dialogue. It implies that the communication between them must be founded on humanistic values which means that both parties treat each other with due respect, the information provided by the employees is neither manipulated nor distorted, and the employer acts as an active listener.