

How to Create an Employee Value Proposition

Your employee value proposition (EVP) is your offer to current and future employees – your “why work for us?” It might also capture your “what’s it like?” and “what do we expect?” It articulates clearly and succinctly why you’re a great choice for the right people, with the right motivations.

EVPs take many forms but usually include a core statement that can be deployed across your marketing channels and recruitment campaigns. But if you want your EVP to live, breathe and deliver results, you need more than a few words on paper.

What makes an EVP great?

Successful EVPs share these five characteristics:

UNIQUE:

They catch the eye through creative messaging and interesting angles. They avoid platitudes, which indicate a lack of identity and most candidates will simply skim past.

AUDIENCE-FOCUSED:

They speak directly to prospective employees about the culture, the work and what they can expect (and they reinforce this message for current employees). They avoid the classic trap of focusing on “we/our” messaging. Try “here, you’ll be able to develop...” instead of “we expect...” or “this is why you’ll love it” instead of “our values are...”

Employer Branding Australia helps fantastic, imperfect employers attract fantastic, imperfect people, and keep them engaged.

We do it through employer branding insights and strategy, including employee value propositions, workshops to empower and educate your people, and creative storytelling.

Want to take your employer brand to new heights? We’d love to help!

Email hello@employerbrandingaustralia.com for a no-strings-attached conversation.



EVIDENCE-BASED:

They are built on meaningful research and engagement, and can easily be justified and illustrated with everyday examples.

AUTHENTIC:

They are true. There’s no over-selling; just openness about the good and the bad. And where there is aspiration or future direction, it’s clearly labelled as such.

THE START OR HEART OF A BIGGER STORY:

They’re not just fancy marketing words. They are the catalyst and base for storytelling, which brings your talent offer to life.

6 steps to creating your EVP

1. Pick and engage your team

Build an internal project team and get their buy-in. They should ideally be from across the organisation – it may be your leadership team plus people involved in day-to-day recruitment.

The key to success? Set clear expectations. Is this in HR's realm of responsibility, or is the marketing team taking ownership? Work out who needs to take accountability and action early on, or risk indecision and stalling down the line.

2. Ideally, find an external employer branding partner

Get help if you can... but make sure it's from the right people.

It's tempting to go it alone, perhaps alongside your internal or external marketing people. We're clearly biased (sorry!), but there are countless examples of employer branding projects conducted fully in-house or with general marketing agencies that simply missed the mark.

While they can have a role to play, you will get much better results using experienced employer branding specialists who bring the objectivity, expertise and fresh perspectives required.

3. Undertake structured, multi-faceted research

Engage current, past and future employees in research that captures the insights and stories you need to develop your unique EVP. Typical methods include employee data analysis, competitor benchmarking, surveys, focus groups and interviews. As with all research, get the design right – what you put in dictates what you get out.

4. Craft your EVP. Get creative but keep it real

This is where the magic happens. Uncovering and crafting your EVP requires creativity, a deep understanding of your people and culture, and experience in recruitment marketing.

Using the insights and stories you've captured, identify your key themes and bring them to life in a fresh and interesting way. Every word you use (or don't use) really matters.

Your top priorities should be uniqueness and authenticity. If it sounds generic, it will fall flat. And if it is more aspiration than reality, it will come back to bite you.

5. Test and refine

It's important to test your EVP with your key audiences. Does it capture their attention? What resonates most? How do people interpret the key words and messages?

If you're developing your EVP from scratch, we highly recommend doing this before you send it out into the world. If your EVP is a few years old or you're looking to refresh it, consider how you could test your EVP at different points in the employee journey. Entry and exit interviews are a great place to start.

6. Launch

You've created a wonderful EVP, and everyone in your team is happy. Now what?

Don't feel like you need to "hard launch" your new EVP. Get strategic and start embedding it throughout your talent shopfront – the careers page on your website, your job ads, social channels, and any other recruitment marketing materials you typically use.

Consider the moments that matter to your people, and filter your EVP into these conversations. Think about your hiring interviews, performance reviews, and employee recognition. Your EVP should attract the right people to your organisation and drive pride and connection in your current team.

Remember – your EVP isn't a project with an end date. Once you've got the messaging and strategy sorted, it's up to you to continually use your EVP to strengthen your employer brand and shape your culture.

NICK

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OUR SERVICES

EBAssess

A strategic review, audit and analysis of your employer brand execution and opportunity.

We'll show you where to focus for the quick wins and the big plays.

EBArticulate

Structured, authentic people engagement and research to uncover and articulate your EVP and/or organisational values that attracts great people and keeps them engaged.

EBActivate

Engagement and planning sessions to build your strategic action plan for talent and inspire and educate your key stakeholders on the role they need to play.

EBAmplify

A strategy-led suite of creative, authentic content and assets to transform your talent shopfront and recruitment marketing conversations.

EBAccelerate

An ongoing talent marketing and engagement service centred on strategic and tactical content.

We'll help you create, amplify and optimise your employer brand for results that last.