



What's your story?

Developing an Employee Value
Proposition in the Public Sector

Jobs **Go** Public

Contents



Introduction	03
EVP vs Employer Brand	04
Why is an EVP important	05

Developing your EVP 07

What are your candidates looking for	08
How to achieve honest feedback	10

Delivering your EVP 11

Delivering your EVP	12
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Giving your employees a voice 14

Tone of voice	15
Top tips for building an EVP	16
Get in touch	17

Introduction

Your employee value proposition, or EVP, is what you offer to candidates beyond the basic conditions of employment. When communicated well, your EVP should give candidates a clear idea of what to expect when they join your organisation. And, in a market that has changed significantly in recent years, **your EVP could well be the most influential factor in your success moving forward.**

The shift to a candidate-driven job market has seen the power placed firmly in the hands of the jobseeker, meaning that employers no longer have the pick of the bunch. In order to attract, or even keep, the top talent, there needs to be more on the table than 'salary in return for services'.

A well-crafted and authentic EVP should encapsulate what makes your organisation different as a place of work. It should give candidates a real feel of what working life will be like, as well as what the future might hold for them. Whilst an appointment is undoubtedly an investment in a candidate, the candidate is also investing in you.

It is up to you to convince them that it's an investment worth making.





EVP

There can be confusion regarding the difference between EVP and employer brand. There is, however, a vital difference. Essentially, your EVP is what you offer your employees, whilst your employer brand is the way that it's communicated.

Employer brand

Without a developed and established EVP, your employer brand will come across as empty and unconvincing. Equally, without a strong employer brand, your EVP can easily go unheard.

Why is an EVP important

Struggling to recruit?

69%

According to Gartner, organisations that effectively deliver on their EVP can **decrease annual employee turnover** by 69%.

23%

Nearly a quarter of UK workers **expect to change jobs in the next 12 months** according to PWC.

20%

Effectively delivering an employee value proposition helps organisations to **attract 20% more candidates**, according to research from Gartner.

You're not alone



With many employees restless within their current roles, how well positioned are you to attract them to your organisation?

On the flip side, is it your organisation that they're about to leave?

In the most competitive markets, a developed and defined EVP will help you attract, recruit, and retain the best people.

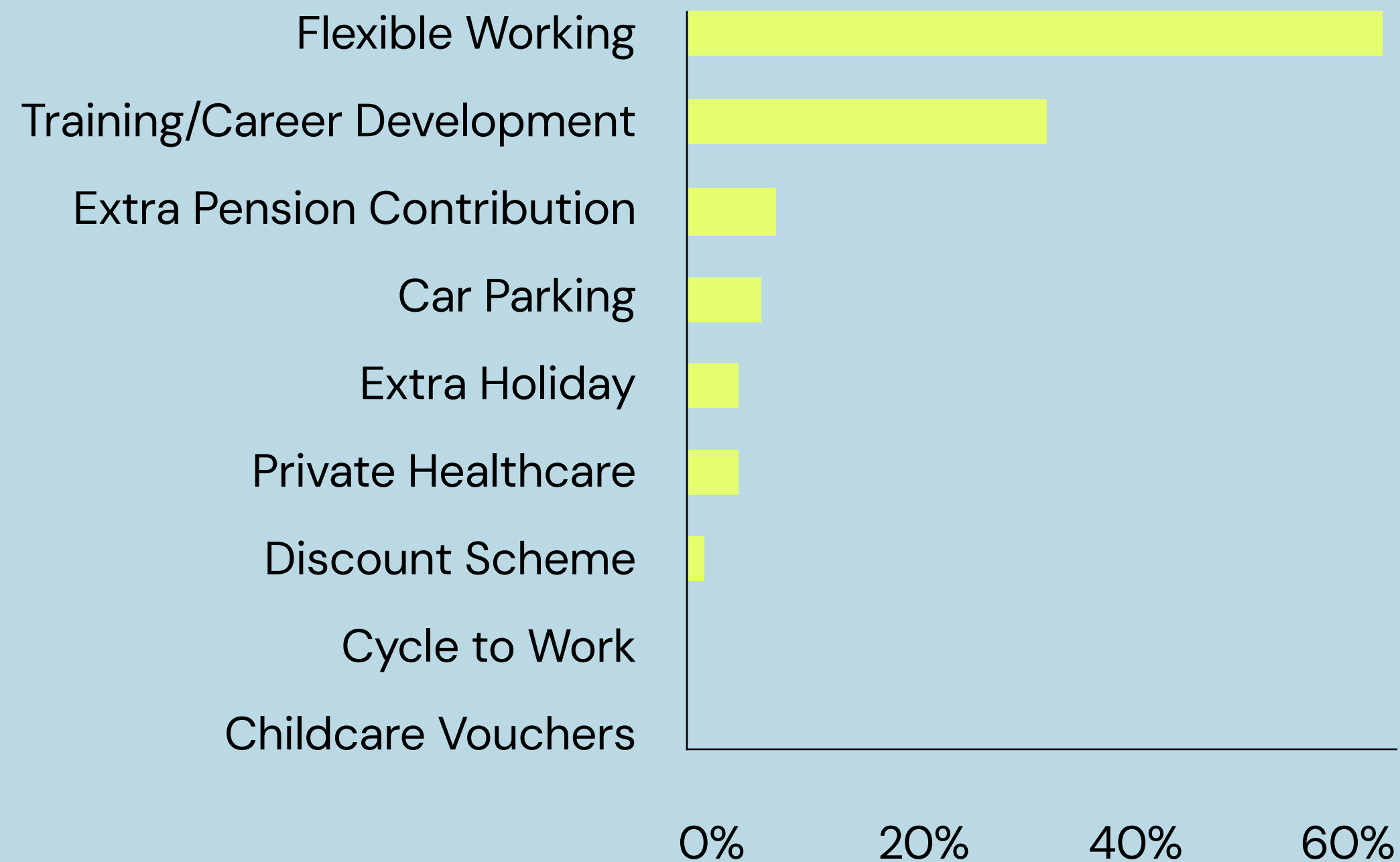
Developing and defining your EVP

What are your candidates looking for?

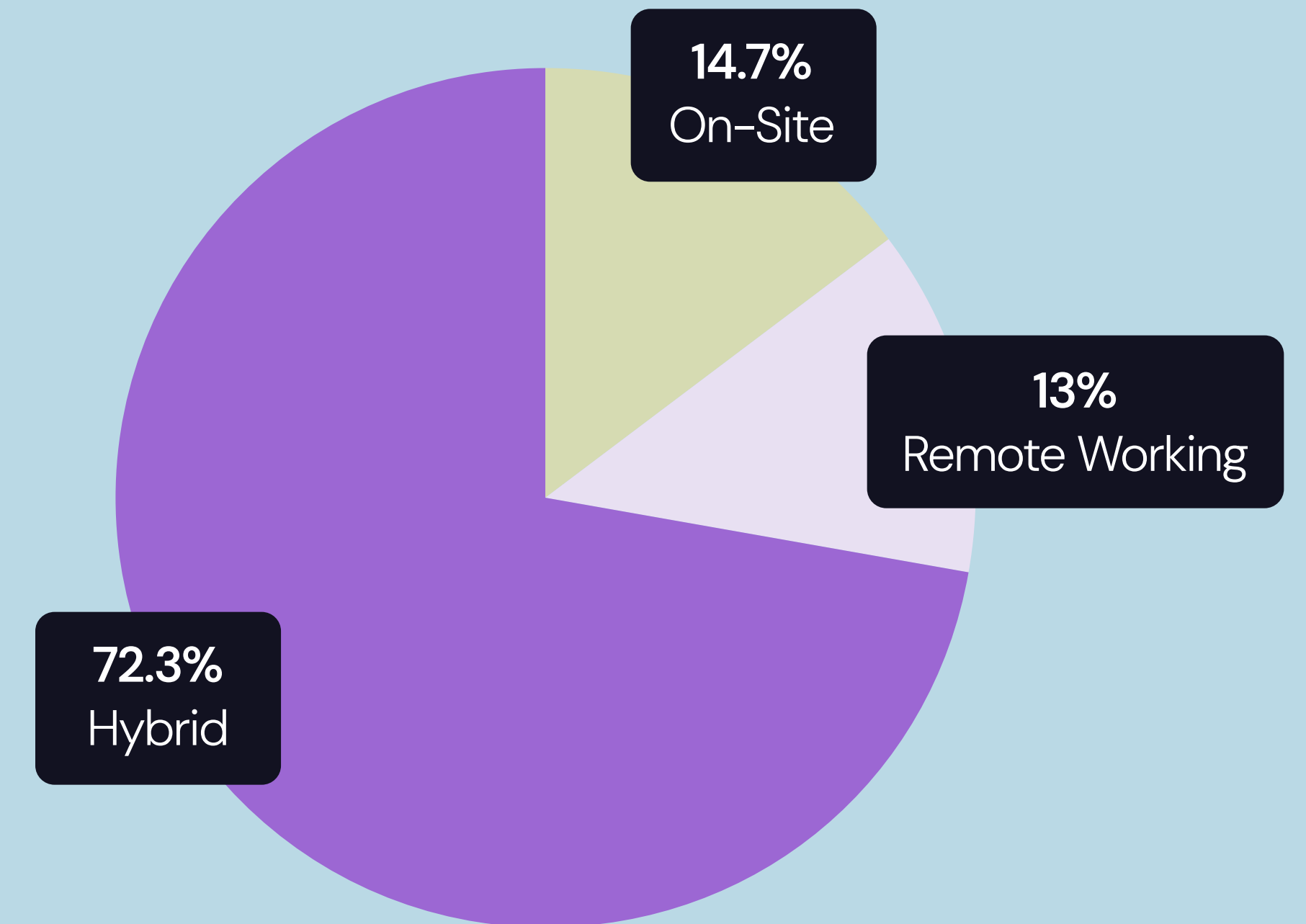
The key to developing a winning EVP is understanding what your candidates are looking for. A recent JGP study delved into what those working in the public sector consider when applying for new roles.



Which one of these **benefits** is most important to you when looking for a job?



When considering a role, which **method of working** do you look for?



Evidencing that your organisation promotes a healthy work life balance post-covid will be an **essential element of your EVP** in our current work climate.

How to achieve honest feedback

Finding out what your people value most about working for you, what made them apply in the first place and what has kept them there will significantly enhance your EVP.

When conducting any internal research, it's crucial that the information you gather is truthful – even if it means getting negative feedback. Your EVP has to be an honest reflection of your organisation.

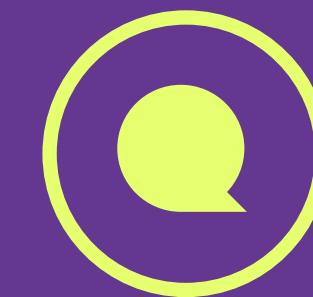
The only way you will get honest feedback is by creating an environment where those participating feel comfortable being honest.



Focus Groups



Internal surveys



Exit interviews

Delivering your EVP

Delivering your EVP

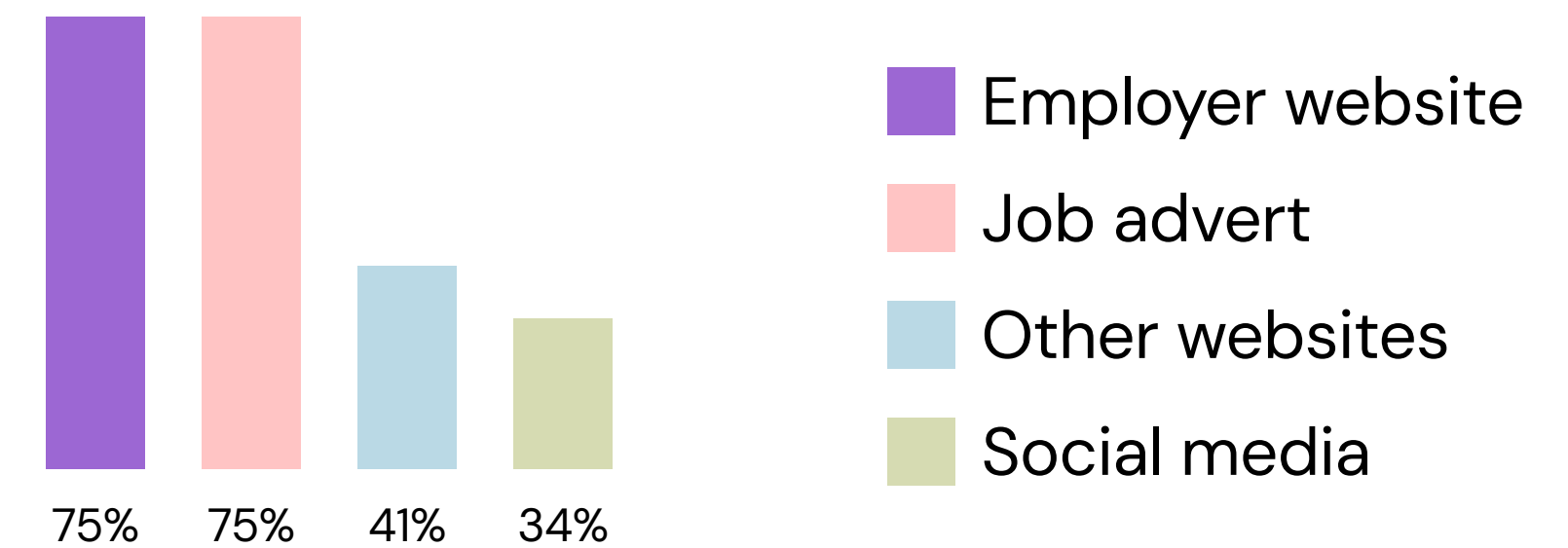
Once you've defined your EVP, you need to get in front of the people you want – this is where your employer brand comes in. With a strong employer brand, **you can ensure that your story is told in the right way, to the right people.**



Where is your audience?

A well-developed and defined EVP is the first step, but if you're not putting your messages in the places that candidates are looking then it's useless.

We asked candidates where they looked for information on prospective employers:



How do you talk to your audience?

Your employer brand shouldn't be a static thing, you should shape it to match the specific audience you are targeting at any one time. Think about the demographic you are looking to attract and how that should change the messages you are giving them.

Giving your employees **a voice**

Tone of voice

To make your EVP authentic it's important to give your employees a voice. No one can tell your story better than those that are a part of it. Hearing from the people that they would potentially be working with can make your messages much more powerful and real.

There are many ways you can give your organisation a voice.



Testimonials

Have your employees write testimonials, blogs and articles about their experiences.



Videos

Add a video to your campaign to put a face to your organisation.



Podcasts

Record a podcast to give your employer brand a real voice.

Top tips for building an EVP

As you start your journey into developing and implementing your EVP, these are some top tips to help you build a strong foundation.



Be honest

Make sure your EVP is authentic and gives a true and honest reflection of your organisation. This will not only help attract candidates that will fit within your culture, but you will also retain them.

Be consistent

If candidates start seeing different messages in different places, they won't know what to believe. Once you've developed and defined your EVP, make sure that all your messages are consistent otherwise they'll lose their impact.

Get your people involved

Your people are your biggest asset when it comes to developing, defining and delivering your EVP. Getting them involved from the start will only benefit you in the long run.

Use different channels

The same as with any form of brand recognition, the more that people see it on different channels, the more familiar and trusting of the brand they're likely to become. Use the different channels that are available to you to increase the visibility of your employer brand.



Get in touch today

Jobs Go Public have helped many of our public sector clients optimise their hiring process.

Reach out to us via

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