



Employer Value Proposition

Finding talent in candidate short markets is seriously tough. Employers need to work harder to attract and then retain their employees and they must have a first-class Employee Value Proposition (EVP). Most of your EVP can be communicated through job adverts, website content and engaging social media, along with a strong employer brand. Please see some pointers below to help you strengthen your EVP.

The benefits package

It is important that the basic salary on offer is clearly stated in your adverts. Using: "salary on application" will instantly turn job seekers off. Also, be sure to illustrate all of the benefits and perks such as health care, contributory pension or gym membership. Most job seekers will look at the entire package and some companies are going to great lengths to quantify (in monetary terms) the total value of the offer.

Career development within the company

Job seekers can be ambitious and so career development is an essential part of your EVP. Forget offering 'on the job training', you must have a structured development programme supporting your new hires through at least their first six months. In addition, at every stage in your employees' career, they should know what they need to do to get to the next level. Have case studies available to show prospective employees when they meet you.

Mentoring

Assign a well-respected mentor who can support and empower your employees to advance their careers. If done correctly, you will create a loyal, high-quality and productive workforce. Employees appreciate workplaces that encourage development and having a solid mentorship programme in place will help attract and retain staff.

Company culture and environment

In-demand candidates have a choice over which employer they work for. Your benefits package might be excellent but if you do not have a story to tell outside of the office, you're going to struggle. Be sure to let applicants know about your charitable endeavours, sports days, competitions, exhibitions and any awards events you get involved in. It may just give you the competitive advantage you need.