

JSCC Discussion Paper – the Employer Value Proposition

An Employer Value Proposition (EVP) defines the core promise an employer makes to its employees, outlining what they can expect in return for their work. A compelling EVP is crucial for attracting candidates, particularly in hard to fill roles, and keeping existing employees engaged and motivated. It encompasses both tangible (e.g. salary) and intangible benefits (e.g. company culture, career development opportunities, and work-life balance).

Core components of a strong EVP:

Development

We believe in the continuous growth and development of our employees. We offer a range of training programs, workshops, and courses to help employees enhance their skills and advance their careers. Our commitment to professional development (including paying for professional subscriptions) ensures that our employees are well-equipped to meet the challenges of their roles and achieve their full potential. We also support continued professional development (CPD).

Flexibility

We understand the importance of maintaining a healthy work-life balance and offering flexibility. We offer flexible working arrangements, including hybrid and remote working options and flexible hours, to help our employees balance their professional and personal lives. We also provide generous leave policies to support our staff in taking the time they need for rest and rejuvenation. Our flexi-time scheme allows employees to bank extra hours worked and take the time back at a time that suits them, subject to service needs.

Inclusion

Diversity and inclusion are at the heart of our values. We strive to create a workplace where everyone feels valued and respected, regardless of their background or identity. Our Inclusion group and networks foster collaboration, innovation, and a sense of belonging among our employees.

Wellbeing

Our aim is to create a healthy and supportive work environment where our employees can thrive both personally and professionally. We offer a range of wellbeing initiatives, including mental health support through signposting and mental health first aiders, an online wellness platform, financial wellbeing webinars, wellbeing group activities and access to counselling services.

Reward

We offer a comprehensive benefits package to attract and retain employees. Our benefits include the Local Government pension scheme, generous leave entitlement, discounted gym membership, work parking permits, holiday flex salary sacrifice scheme, GP helpline service and various employee discounts. We regularly review our benefits to ensure they remain competitive, and we are in the process of introducing an Electric car salary sacrifice scheme.

All the elements above support a positive and supportive organisational culture, and employee experience so that employees feel valued, engaged and motivated.

Our EVP is communicated to potential applicants on our recruitment web pages with elements being discussed during interviews and during the induction process at the HR welcome meeting. Employees can find out about our EVP through various methods including the Hub and Insight magazine, at SCF and Staff Briefings and during the Regular Performance review process with their manager.

Measures

To continue to attract, retain and engage good people, we need to ensure our EVP remains relevant and effective. Measures of our EVP include turnover and absence rates, staff surveys, Staff Consultation Forum, leavers feedback, research and benchmarking.

Do you think our EVP is clear to our employees and potential applicants?

How might we better communicate our EVP?

What role do Councillors have in promoting the Council as an employer?