



Why SMEs Need EVP Design

The Hiring Reality

- SME employer brands are often invisible or inconsistent
- Culture, values and employee experience aren't articulated clearly
- Teams deliver different messages depending on who candidates speak to

The Hidden Advantage

A well-defined Employer Value Proposition (EVP) gives SMEs a powerful, unified story that attracts the right people, improves retention, and strengthens culture.

It articulates the lived experience of working in your organisation, not slogans or surface-level branding.

When done right, it:

- ✓ Clarifies who you are, what you offer and why you're different
- ✓ Strengthens attraction across every channel and role
- ✓ Improves retention by aligning expectations with experience

The Missed Opportunity

89% of employees are more likely to recommend their employer if they feel the EVP is delivered well. Yet fewer than 1 in 3 HR leaders believe their EVP is effective.

Most SMEs don't even have one, which means they're invisible to the very people they need most.

How We Help

At Recruitment Collective, we:

1. **Discover** – Analyse culture, values, employee experience and leadership expectations
2. **Define** – Shape your core EVP pillars and proof points
3. **Design** – Turn your EVP into clear, compelling messaging
4. **Deliver** – Provide an activation playbook to embed your EVP in hiring and retention

Result: A differentiated, authentic and compelling employee value proposition that improves attraction, strengthens culture and enhances retention.

Your Next Step

If you want your organisation to stand out and attract people who thrive in your environment, our EVP Design service gives you the clarity and consistency to compete with bigger brands.

Recruitment Collective - Making SMEs employers of choice