

From promise to experience: Connecting EVP and the Employer Brand

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In the evolving workplaces of today, organisations are increasingly placing greater emphasis not only on the tangible benefits they offer to employees, but also on how an employee's experience at work is understood and felt. Candidates and team members alike are looking beyond job descriptions and salaries, seeking clarity on culture, purpose, and what it truly means to be part of a business. This is where a company's employee value proposition (EVP) and branding come into focus.

EVP and employer branding are often discussed as separate concepts, but in practice they are deeply intertwined. EVP defines the core promise an organisation makes to its people, laying out what employees can expect in return for their skills, experience, and commitment. Employer branding, on the other hand, is how that promise is expressed, communicated, and perceived both internally and externally. Put simply, EVP is the substance, employer branding is the story. Without a clear EVP, the branding risks becoming superficial.

And without strong employer branding, even the most compelling EVP can go unnoticed.

It is also important to note that EVP is broader than just a company's benefits package. Employee benefits refer to the tangible rewards a business offers, and although they form an important part of an organisation's EVP, they are only a part of it. Over the years, we have invested in a number of processes to support the wellbeing of our team, including operating a 4-day working week and offering unlimited annual leave to help reduce burn out, partnering with employee wellbeing platform Heka to enable our staff to personalise their own benefits packages, and offering each employee two paid volunteer days per year. But our EVP is greater than that.

At [Mackie Myers](#), establishing and refining our EVP is about more than the perks we offer, more than simply a marketing exercise and more than a static statement placed on our careers page. It represents the lived experience of working within our organisation. It encompasses everything from career development opportunities and leadership style, through to

day-to-day interactions, recognition, and purpose. Our EVP answers a fundamental question: Why should someone join us? And, just as importantly: Why should they stay?

In a competitive talent landscape, organisations that are clear, transparent and authentic about what they offer and expect from their employees are better positioned to attract individuals who are aligned with their culture and values. Over the longer term, this means they are also more likely to retain those individuals, because expectations match reality.

At the heart of our EVP are three simple but powerful values: we care, we connect, and we communicate. More than merely words, these values are the guiding principles that shape behaviour across the business. 'We care' reflects our commitment to supporting our team, our customers, and our community. 'We connect' speaks to the fact that we value long-term relationships and strive to consistently add value with our interactions.

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And 'we communicate' reinforces our belief in the need to be proactive when keeping people informed, listening to the needs of our team and our customers and using them to shape improvements. Together, these values form the foundation of our culture and inform the experiences we aim to deliver every day.

However, articulating culture is never straightforward, and a company's culture cannot be reduced to a single campaign or a one-off initiative. It evolves as organisations grow, as leadership changes, and as external environments shift. This makes a strong EVP more of an ongoing process than a static, finished product. At **Mackie Myers**, we utilise employee feedback and engagement surveys, as well as everyday conversations, to help shape and refine our understanding of what we offer and how it is experienced. In this sense, our EVP is dynamic and is subject to continuous reflection and adjustment to ensure it stays both relevant and authentic.

The recent update to our employer branding and key messaging reflects this journey. Earlier this year, Mackie Myers celebrated its fifth anniversary. Ahead of this milestone, we decided that we needed to undergo a brand refresh to highlight how the business has grown, to better represent who we are today, and to showcase where we're heading in the future. The refresh was more than just an update to our visuals and our messaging, although that was part of the programme. At its core, the change was about ensuring we align the perception of the brand with its reality. For customers, it signals our ambition, our capabilities, and the value we deliver. And for employees, it reinforces a sense of pride and belonging, while also setting clear expectations about what it means to be part of our organisation.

This alignment between EVP and employer branding also has practical implications for our team. A clearly defined brand helps individuals understand the behaviours and attitudes that are expected of them. It provides a framework for decision-making and collaboration, and it ensures consistency in how we operate and how we represent ourselves. When people understand not just what we do, but how and why we do it, it becomes easier to build a cohesive, accountable and high-performing culture.

In this way, employer branding is not just an external tool, it is an internal guide which in turn helps to drive better outcomes for our customers. When employees feel engaged, supported, and aligned, they are better equipped to deliver meaningful, high-quality results.

Ultimately, the success of any EVP and employer branding strategy must be measured through the experiences they create and the feedback that employers receive. Do our employees feel supported, valued, and connected? Do our customers see the behaviours and values we promote reflected in their interactions with us? Satisfaction, both from an employee and a customer perspective, is our most important metric. It tells us whether the promises we are making are being delivered in practice. High engagement, strong retention, and positive feedback are indicators that we are on the right track, while gaps between expectation and experience highlight areas for improvement. This approach to EVP and branding is what led us to be named in the 2025 **Sunday Times Best Places to Work UK** list, powered by WorkL, and what gives us a 'World-Class' NPS score of 77%.

So, whilst on first glance a company's EVP and branding may appear to be separate disciplines, in practice they are two sides of the same coin. One defines the promise, the other brings it to life. For organisations to succeed, both must be authentic, aligned, and continuously evolving. By grounding our approach in clear values and by treating culture as an ongoing journey rather than a fixed destination, we create an environment where our people and our business can thrive. The real test is not what we say, but what people experience every day. And no matter how big our organisation grows, that is where our focus will always remain.



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