



Scope of work

SANS EVP

Scope of work

Introduction and main objective

The objective of this initiative is to effectively and engagingly communicate the Employee Value Proposition (EVP) to both current employees and job applicants. The EVP attributes have already been defined in detail, highlighting the key strengths of SANS's offerings: **(Life Forward Culture, Cultivating Holistic Well-Being, Fostering Growth Environment, Nurturing Effective Leaders)**. The vendor is expected to build on this foundation to execute the campaign, using a diverse mix of channels and content formats to ensure broad reach and engagement with all target audiences

Project Background

The Employee Value Proposition (EVP) plays a critical role in shaping the experience and perception of both current employees and prospective candidates. This initiative aims to:

- **Increase awareness** of the company's EVP among employees and job applicants, ensuring clear communication of the value and benefits provided.
- **Strengthen the sense of belonging and commitment** among employees, fostering a motivated and engaged workforce aligned with the company's vision.
- **Attract top-tier talent** by positioning the company as an employer of choice through a compelling and authentic EVP.
- **Showcase the defining features** of the EVP, including the company's culture, core values, achievements, and the opportunities it offers, thereby reinforcing its brand reputation internally and externally.

This foundation will guide the development and implementation of strategic initiatives to embed the EVP deeply within the organizational culture and recruitment processes.

Scope of Work

1. Benchmarking review of EVP campaign approaches and best practices in other similar companies.
2. Develop and implement the following:
 1. Proposing a slogan and identity for SANS EVP that reflects the proposed elements.
 2. Rephrasing the Employee Value Proposition (EVP) elements in a clear, attractive, and simple style that reflects the company's identity and reaches all employees across different levels.

Scope of work

3. Creating clear, interactive, and concise content and messages that highlight the advantages and benefits the company offers to employees and applicants in EVP areas.
4. Facilitate meetings with HR subject matter experts and develop proposals demonstrating the impact of EVP implementation on HR programs and procedures (e.g., Career Development, Work-Life Balance, and People with Disabilities initiatives).
5. Selecting suitable media channels to disseminate the campaign, such as the company website, social media pages, email, the internal communication platform “Tawasul,” and others, along with suggestions for the type of information that can be added to these channels, including content proposals for recruitment advertisements and the company’s web pages about the EVP and the company.
6. Proposals for design and identity related to welcome gifts for new employees.
7. Producing four creative video content using different methods to attract the target audience’s attention, including short videos that tell employee success stories, showcase the work environment, and highlight exciting projects and challenges they face, aligned with the EVP.
8. Printing promotional content about EVP in company premises and producing brochures to distribute to employees, along with proposing and distributing symbolic gifts to be provided to employees representing the EVP content.
9. Proposals on how company leaders can actively participate as a key part of the EVP awareness campaign and conduct workshops with company leaders on how to make a connection to EVP in the day-to-day work of the employees.
10. Designing and implementing the overall layout and content for the EVP page on the company’s website.
11. Suggestions for activities and events that enhance the sense of EVP characteristics.
12. Proposals on how to measure the impact of EVP implementation on employees.

Note: Each deliverable to be approved by program owner, comply with SANS’ official identity and attributes and aligned with the Director of Corporate Communications.

Scope of work

4. Deliverables

1. Benchmarking review report of EVP campaign approaches and best practices in other similar companies.
2. Proposing a slogan and identity for SANS EVP including rephrasing the Employee Value Proposition (EVP) elements.
3. Develop concise EVP communication message/materials that highlight the company's value proposition to current and prospective employees.
4. Develop proposals that demonstrate EVP's impact on key HR programs and processes.
5. Recommend media channels and create EVP content proposals to enhance visibility across internal and external platforms.
6. Proposals for design and identity related to welcome gifts for new employees.
7. Produce four creative EVP videos showcasing employee stories, work environment, and key projects.
8. Produce and distribute EVP brochures, promotional materials, and symbolic employee gifts.
9. Conduct workshops with company leaders on how to make a connection to EVP in the day-to-day work of the employees.
10. Designing and implementing the overall layout and content for the EVP page on the company's website.
11. Provide recommendations for activities and events that reinforce EVP characteristics across the organization.
12. Recommend methods and metrics to evaluate EVP's impact on employees.
13. Promote SANS employer brand through targeted marketing and advertising campaigns
14. Set a tool to monitor and measure the effectiveness of the employer branding efforts
15. Executive Summary & Recommendations Report

Scope of work

Contractor's Responsibilities

- Facilitate workshops and conduct interviews to gather input and align on key decisions (as needed).
- Collect and validate relevant data.
- Research global best practices and provide strategic recommendations.
- Prepare reports and presentation materials for SANS leadership and project team.
- Work closely with SANS team throughout the project.
- Ensure confidentiality and follow SANS guidelines on data handling.

Service Location

Jeddah, Saudi Arabia

Duration Required for Works/Services

8 months.