

# How to Optimise a Job Offer

## Why Job Offers Are More Than Just Salary

A competitive salary is just one aspect of a job offer. Candidates will prioritise additional factors when deciding whether to accept a role – such as what the position offers for their career development, lifestyle and other preferences.



When preparing the offer to make to a candidate, we recommend including all aspects of the package, which can include:



**Pension plans** (particularly if you're able to offer more than the statutory norm)



**Employee assistance programmes** including helplines and mental health support services



**Bonuses or incentives** (such as performance-based bonuses, employee shares, gifts and any sign-on bonus if applicable)



**Learning & development assistance** (such as induction plan tuition reimbursement, training programmes, or access to educational resources)



**Healthcare and dental** benefits (such as insurance plans, or access to discounted services, eye tests)



**Flexible working arrangements** (such as hybrid working, flexible start and end times, compressed work weeks, or job sharing)



**Life Insurance**, critical illness plans, enhanced sick pay and death-in-service



**Staff discount programmes**, childcare vouchers, discounts or additional perks



**Car/travel allowance** and any parking arrangements available



**Annual Leave** including options to buy additional leave or sell accrued holiday leave



**Cycle to work scheme**, secure cycle parking and shower facilities



**Gym membership**, wellness and fitness programmes



**Charitable activities** and CSR



**On site restaurant**, team lunches, snacks



**Hours per week** (including time allocated for lunch)



**Dress code**, or any specific uniform you require the team to wear

To get professional advice and support with structuring job offers that entice the best candidates, contact WE Talent today.