Communicating your overall reward offer is an important part of an employee’s introduction to your organisation. What you highlighted during the recruitment campaign should be reflected in what they experience when they start.

Effective promotion of your reward offer not only demonstrates your investment in staff, but can positively affect employee engagement, help to meet your organisational priorities, such as retention, and reinforce your organisational values.

Here are some top tips for communicating reward to new employees.

**Before they start**
Share your reward and benefits information with successful candidates before they join. This gives them the opportunity to learn more about the benefits you offer and identify what’s valuable to them. Regular communication could help prevent new employees becoming disengaged before they start.

— Send your benefits handbook with the offer letter, or link to the reward information on your website so they can view it online.

— Invite employees to any reward events you are holding.

**Support for managers**
Managers play a crucial role in communicating reward so it’s important that they have the tools to support them.

— Provide managers with specific resources to help them confidently share the information and signpost to further details.

— Help managers understand their role in communicating your reward offer.

**At induction**
Include a session on your reward offer during induction to help reinforce the benefits of working for your organisation.

— Share staff and patient experiences to demonstrate your values, behaviours and culture.

— Show staff how to access further information on reward and benefits.
Your reward offer
Tailor your engagement by highlighting elements of the offer.

The NHS Pension Scheme – A key part of the NHS reward offer, the scheme continues to be one of the most comprehensive in the UK. Promote the benefits to help staff understand the value of the scheme.

Total Reward Statements (TRS) – TRS highlight the value of employer and NHS Pension Scheme benefits in one place. Add your reward information on the local benefits page of TRS.

Career progression – Development opportunities should be visible to new employees and promoted by managers.

Health and wellbeing – Think about how health and wellbeing initiatives can be communicated as part of your overall reward offer.

Terms and conditions – Make new employees aware of the benefits in their terms and conditions, such as annual leave, maternity and paternity leave, and flexible working options. Make these easily accessible to help new employees recognise they are part of their overall reward package.

Continued reward communication
It’s important to continue to engage with staff about your reward offer. A clear reward communications plan will help you achieve this and could include the following channels.

Intranet
Keep your reward information in one place and make it easily accessible. This could take the form of a benefits handbook, together with a specific section of your staff intranet that includes policies, forms, and also signposts to further support.

Social media
If you have an existing social media presence, you can use this to communicate your rewards and benefits. It can be a useful tool to engage potential candidates, new employees and existing staff. Work with your communications team on a reward social media plan to increase engagement with these groups.

Internal events and roadshows
Events that introduce reward and benefits are a key part of induction, but they are also worth repeating at different stages of the year to promote the benefits and to act as a reminder to employees.

Benefit champions
Information from colleagues can be a useful communication channel. Use a network of benefit champions to share your reward offer with difficult to reach staff.
Evaluation
Take the time to understand your new employee experience and how well reward information is received. This can help you:

— review your current processes to ensure they are successfully communicating your organisational culture and values
— track the effectiveness of the reward information provided at induction
— assess the value of the different channels used to promote reward – intranet, events, handbook, social media, and benefit champions
— gather feedback from new employees in terms of what benefits they value or would like to see introduced
— consider new ways that employees might want to access information that you can add to your processes.

Information and resources
Further guidance on effectively communicating reward to new and existing staff can be found in our resources.

[🔗 Using reward in recruitment](#) highlights some of the ways you can feature your reward offer in your recruitment campaign.

[🔗 Communicating your reward offer](#) looks at how an effective approach to reward can help with both recruitment and retention.

Our [🔗 benefits template](#) enables you to showcase all your organisation’s benefits in one place which you can tailor to suit your organisation.

Our [🔗 infographic](#) on the NHS Pension Scheme is a handy guide that you can share with staff and managers to highlight the value of the scheme.

[🔗 Communicating reward across your multi-generational workforce](#) identifies the preferred communication methods of the four generations in the workforce.

Our [🔗 TRS local benefits page checklist](#) helps you make the most of TRS by highlighting your rewards and benefits alongside NHS Pension Scheme member benefits and the overall staff reward package.

To gain insight into how other NHS organisations communicate reward, read the case studies in our [🔗 reward resource library](#).

Find out more about reward and access further resources at [🔗 www.nhsemployers.org/reward](#)
Tell us what you think about our products and resources at [🔗 reward@nhsemployers.org](#)