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Maritime Employer Value Proposition Builder: 7-Step Action Plan

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Welcome aboard our step-by-step guide designed for HR professionals in the maritime industry. You've read about the importance of employer branding and crafted a compelling Employer Value Proposition (EVP). Now it's time to put it into action.

This plan shows you how to build a globally relevant Employer Value Proposition, from defining crew personas to testing messages across cultures. Each step equips you with practical tools and expert insight, while keeping room to call on Getting the Market for deeper support.

By working through this action plan, you'll:

- // Clarify what makes your company unique to seafarers
- // Draw upon real employee voices and valuable cultural insights
- // Create an EVP that resonates globally and adapts locally
- // Start using your new messaging right away in hiring and onboarding

Keep going. By the end, you'll have the strategic foundation you need to attract and retain top talent on board and ashore.



1. Map your crew personas

Begin with a worksheet listing each key seafaring segment (e.g. Filipino deck officers, Indian engineers, Greek superintendents, Turkish ratings). Document their main priorities, such as safety standards, family rotation, career progression, respect and financial support. Define two or three top goals for each persona. For example, regular shore leave, certification sponsorship, transparent pay. Then also note their common frustrations: delays in salary, language-related miscommunication, lack of promotion clarity. This in-depth profiling makes your next steps precise and meaningful.



2. Conduct targeted interviews

Arrange 3–5 interviews or small focus groups for each persona segment. Use open-ended prompts like 'What drew you to join?', 'Describe a day you felt proud', or 'What challenges do you face here?'. Record direct quotes and emotional insights. Include voices from both junior and senior staff, from onboard and onshore. This ensures your content reflects diverse perspectives and not just generic feedback. Real stories become the foundation of a genuine EVP. Feel free to include nice stories by embracing unsolicited brand ambassadors.

3. Find your universal themes

Analyse interview data and group responses into common values: safety, being heard, leadership transparency, reliable salary, community. These shared values form your universal EVP pillars. Then highlight regional specifics: a desire for professional development in India, strong respect for hierarchy in Greece, family-based rotation in the Philippines. These nuances allow you to stay culturally relevant while preserving a single brand promise.

4. Build a clear EVP core

Choose your top three or four universal values and turn them into concise, powerful statements, for example: 'Safety first. Career growth always.' Keep them to 8–10 words each. This becomes the backbone of your EVP and the essence of what binds your teams. Pair each statement with a quote from interviews to enhance trust and authenticity and reinforce that this is what real people actually feel.

5. Add cultural layers

Do not rewrite your core message for each region. Instead, add tailored notes. For example: 'In the Philippines, we prioritise family-friendly rotations. 'In Turkey, we focus on transparent career path visibility.' These simple layers enhance relevance without fragmenting your identity into multiple EVPs. This technique supports global alignment with local resonance.





6. Adjust for clarity and language

Good English does not mean clear English for all. Review your core lines and regional notes with at least two non-native speakers per region. Have them paraphrase what they understand. Keep refining until they grasp it easily. Remove idioms and jargon. If translation is required, ensure it is thoughtfully localized with cultural respect and tone intact.

7. Activate, test, refine

Deploy your EVP across channels: careers page, job ads, LinkedIn posts, email templates, interview scripts, onboarding guides and internal comms. Collect feedback through short surveys or pulses like 'Does this reflect your experience?'. Check metrics: clicks, applications, retention. Set a six- to twelve-month cycle to review refinements. An evolving EVP stays relevant and impactful.

What comes next?

You've taken the first critical steps toward defining and deploying a powerful Employer Value Proposition, one that speaks to seafarers around the world. Now it's time to elevate this work.

By partnering with Getting the Market, you gain:

- // Expert support to transform your toolkit into engaging content
- // Guidance on implementing EVP in campaigns, interviews, ads, and onboarding
- // Ongoing measurement and optimisation tailored to your culture and crew
- // A brand strategy that connects across languages, geographies, and roles

Let's turn insights into impact.

Schedule a free consultation today and explore how we can bring your maritime employer brand to life.

Contact

Any questions or want to know more?
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