

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Advocate the organisation's core values with positive employee experience
Code	106958L5
Range	Translating the organisation's vision, mission and core values (VMV) into employee behaviour and practices that advocate and sustain positive employee experience and employer brand. This applies to the development of means and mechanisms for developing practices of employer branding and positive employee experience, as well as creating a workplace that fosters job satisfaction and professional growth in the career of employees.
Level	5
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge in the Subject Area <ul style="list-style-type: none"> • Understand the organisation's VMV and their implications on the business operation • Understand the concepts and good practices of employer branding, reputation management and employee experience 2. Applications and Processes <ul style="list-style-type: none"> • Translate VMV into employee behaviour that advocate and sustain positive employee experience and employer brand (e.g. better well-being, positive attitudes, happiness and satisfaction) • Develop means to advocate VMV and positive employee experience throughout the organisation (e.g. designing activities or practices to enhance employee's satisfaction and engagement) • Provide information that upholds the organisation's VMV and reputation (e.g. organisational news, management appointment) to internal and external stakeholders • Develop mechanisms (e.g. job search and job opening alerts) to provide a consistent and positive candidate experience across all recruitment channels, including social media and digital platform • Develop a workplace, as an integral part of the organisation's core values, that fosters job satisfaction and professional growth in the career of employees (e.g. employees are able to envision their personal goals achieved while serving in the organisation) 3. Professional Behaviour and Attitude <ul style="list-style-type: none"> • Benchmark best practices of employer branding and reputation management in the market • Proactively analyse employee feedback on the organisation's values and positive experience
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of appropriate means to advocate VMV and positive employee experience throughout the organisation (e.g. designing activities or practices to enhance employee's satisfaction and engagement). • Establishment of mechanisms (e.g. job search and job opening alerts) to provide a consistent and positive candidate experience across all recruitment channels, including social media and digital platform.
Remark	