

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Develop employee value proposition and design employer branding strategy
Code	106959L6
Range	Defining the organisation's set of offerings to its employees and designing employer branding strategy that is unique and effective in creating employer brand and talent attraction. This applies to the development and maintenance of employee value proposition and employer branding strategy as an integral part of talent management, employer branding and reputation management of the organisation.
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <ul style="list-style-type: none"> • Understand the concepts and good practices of employee value proposition and its linkage with employer branding • Understand the elements that contribute to an effective and competitive employer branding strategy (e.g. employer brand, strategic objectives, compensation and benefits package) <p>2. Applications and Processes</p> <ul style="list-style-type: none"> • Employ appropriate methodologies to conduct organisational research on employee experience (e.g. online survey for all employees, focus groups for employee representatives) • Engage employees via appropriate channels (e.g. forum, workshop) to collect inputs and suggestions on setting future direction of the organisation and formulating an employee value proposition • Identify both internal and external perceptions of the organisation's corporate image and core values with effective tools and measures • Promote the organisation's values and beliefs as an integral part of employer branding and reputation management • Develop a unique, holistic and strong employee value proposition with senior management for the organisation <p>3. Professional Behaviour and Attitude</p> <ul style="list-style-type: none"> • Proactively articulate key messages of the employee value proposition to promote the organisation as a preferred employer, as part of employer branding strategy • Validate effectiveness of the defined employee value proposition and employer branding strategy in a timely manner
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of a unique, holistic and strong employee value proposition and employer branding strategy with senior management for recruitment, retention, employee engagement and the overall perception of the organisation in the market. • Implementation of organisational research and employee engagement to assess employee experience and enhance employee value proposition and employer branding strategy.
Remark	