

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Design policies, channels and activities to facilitate internal and external communications
Code	106960L6
Range	Fostering better communication and engagement with employees, customers and other stakeholders. This applies to the design and implementation of policies, channels and activities for building the connection between employee value proposition and employer branding strategy for recruitment, retention, employee engagement and the market positioning 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 objectives, principles, and benefits of employer branding • Understand the organisation's commitment in employer branding and reputation management • Understand the good practices of internal and external organisational communications <p>2. Applications and Processes</p> <ul style="list-style-type: none"> • Design policies to facilitate internal and external communications with reference to the organisation's employee value proposition and employer brand, and seek senior management's endorsement and support • Nurture and sustain positive employee experience and employer brand through appropriate means (e.g. corporate video, career development opportunity, employee experience) • Design appropriate communication platforms (e.g. digital media) to promote corporate image, people practices (e.g. talent attraction, retention and engagement) and employee experience effectively • Identify appropriate analytics (e.g. leverage on big data) for employer branding communication <p>3. Professional Behaviour and Attitude</p> <ul style="list-style-type: none"> • Consistently nurture and drive the employer brand through continuous education and communication to all employees (e.g. incorporating the employer brand into internal communications, human resource related websites and documentations) • Benchmark best practices of building the connection between employee value proposition and employer branding strategy
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of policies, channels and activities to facilitate internal and external communications with reference to the organisation's employee value proposition and employer branding strategy. • Establishment of appropriate communication platforms to promote corporate image, people practices and positive employee experience. • Identification of appropriate analytics for employer branding communication.
Remark	