

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Organise appropriate events or produce communication tools to promote the organisation
Code	106961L4
Range	Organising employer branding events in accordance with the needs of the organisation and preparing standardised communication tools for different purposes (e.g. seeking support from employees, improving customer experience). This applies to the promotion of the organisation and its employee value proposition in a consistent manner.
Level	4
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knowledge in the Subject Area <ul style="list-style-type: none"> • Understand how key industry players or competitors in respective operating markets and jurisdictions build their employer brand • Understand the pros and cons of common branding activities (e.g. advertising, trade fair, sponsorship, product design and packaging) 2. Applications and Processes <ul style="list-style-type: none"> • Produce a communication toolkit including the organisation's history, VMV, strategies, culture, work environment, compensation and benefits, career development, etc. to be used for recruitment, employee induction and orientation, and learning and development activities • Search for communication channels that allow the organisation to communicate with key stakeholders effectively • Liaise with champions / ambassadors to deliver key messages at different employee levels • Organise employer branding events in partnership with relevant departments where appropriate • Make necessary arrangements for senior management to attend major branding events or communication sessions 3. Professional Behaviour and Attitude <ul style="list-style-type: none"> • Communicate key messages consistently and proactively follow up with feedbacks and suggestions collected from employees and stakeholders
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Execution of the planned employer branding events for promoting the organisation. • Production of appropriate communication tools (e.g. toolkit, online forum) to promote the organisation.
Remark	