

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Develop a communication plan on change of reward policies, procedures and practices
Code	106985L5
Range	Developing communication plan involving multiple channels to communicate the proposed change of reward policies, procedures and practices with employees / stakeholders and managing their expectations. This applies to the development of communication plan for obtaining support from employees / stakeholders, and addressing their concerns related to the proposed change of reward policies, procedures and practices in a timely manner.
Level	5
Credit	5
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <ul style="list-style-type: none"> • Understand the value of developing an effective communication plan • Understand the essential components of an effective communication plan (e.g. clear objectives, target audience, communication materials) • Understand the organisation's reward strategy, philosophy, policies, procedures and practices <p>2. Applications and Processes</p> <ul style="list-style-type: none"> • Anticipate needs and concerns of employees / stakeholders in relation to the change of reward policies, procedures and practices, and proactively develop strategy to manage their expectations • Select appropriate communication channels to articulate the change of reward policies, procedures and practices with employees / stakeholders • Develop communication materials to present linkage between the change of reward policies, procedures and practices and the organisation's reward strategy • Develop a mechanism to collect employees' feedback and answer their queries • Provide training to managers to communicate changes of the reward policies, procedures and practices • Partner with relevant departments (e.g. corporate communication department) to communicate with external stakeholders (e.g. media, politicians), if applicable <p>3. Professional Behaviour and Attitude</p> <ul style="list-style-type: none"> • Proactively review effectiveness of the communication plan • Develop timely communication plan if and when there is change of reward policies, procedures and practices to avoid miscommunication amongst employees, particularly at times of merger and acquisition / divestiture / ownership
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Identification of communication channels that are effectively used within the organisation to introduce the change of reward policies, procedures and practices to employees / stakeholders. • Establishment of mechanism to collect employees' feedback and answer their queries. • Execution of two-way communication with employees / stakeholders for presenting linkage between the change of reward policies, procedures and practices and the organisation's reward strategy.
Remark	