

Specification of Competency Standards for Human Resource Management

Unit of Competency

Title	Develop policies and initiatives to increase effectiveness of employee communication
Code	107090L5
Range	Developing policies and initiatives to maintain effective organisational communication and build a productive and collaborative workplace. This applies to the development and communication of employee value proposition and human resource (HR) strategies, policies and initiatives with the support from senior management.
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 needs of employees through different channels in order to play the role as internal PR effectively • Understand best practices in the market in portraying a friendly and caring HR image 2. Applications and Processes <ul style="list-style-type: none"> • Involve senior management to develop and communicate employee value proposition to reflect the organisation's philosophies and culture • Develop policies and initiatives to support employee value proposition (e.g. flexible working hours, work-life balance, equal opportunities, diversity and inclusion) • Build rapport with employees through appropriate communication channels and activities to understand their needs • Listen and respond to employees' concerns via appropriate communication channels • Validate effectiveness of employee communication activities via different channels 3. Professional Behaviour and Attitude <ul style="list-style-type: none"> • Proactively solicit feedback and support on HR initiatives from employees and relevant stakeholders (e.g. line managers and staff bodies) • Incorporate caring elements and family-friendly measures in the HR policies, procedures and practices • Benchmark the organisation's practices against market practices
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of policies and initiatives to support the organisation's employee value proposition and address employees' concerns. • Execution of two-way communication with employees for supporting employee value proposition and building a productive and collaborative workplace. • Evaluation of effectiveness of employee communication activities via different channels.
Remark	