

Specification of Competency Standards for Human Resource Management

Unit of Competency

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| Title | Solicit major stakeholders' support in corporate social responsibility (CSR) initiatives |
| Code | 107108L5 |
| Range | Soliciting major stakeholders' support in CSR initiatives by understanding and addressing major stakeholders' perspectives, needs and concerns in CSR issues. This applies to the stakeholder communication and management to solicit and mobilise internal and / or external resources for planning and implementation of CSR initiatives. |
| Level | 5 |
| Credit | 5 |
| Competency | <p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <ul style="list-style-type: none"> • Understand different types of stakeholders (e.g. employees, employees' families, retirees, customers, vendors, investors), their needs and concerns in supporting the organisation's CSR initiatives • Understand the importance and essential skills of stakeholder communication and management in order to gain major stakeholders' support in planning and implementing CSR initiatives effectively <p>2. Applications and Processes</p> <ul style="list-style-type: none"> • Identify appropriate communication channels for major stakeholders including both internal parties and external partners • Solicit major stakeholders' support for planning and implementing CSR initiatives of the organisation • Set up governance structure on soliciting and mobilising volunteers within the organisation for CSR initiatives • Mobilise resources (e.g. support from departments, volunteers) to plan and implement CSR initiatives • Set up mechanism to collect major stakeholders' feedback on CSR initiatives • Partner with external stakeholders (e.g. the media and non-governmental organisations) to plan and implement CSR initiatives • Articulate the CSR direction and strategy of the organisation with the selected external partners • Develop a sustainable network of internal and external stakeholders with clear communication mechanisms <p>3. Professional Behaviour and Attitude</p> <ul style="list-style-type: none"> • Follow up feedback and suggestions on CSR initiatives, and make necessary adjustments and improvement |
| Assessment Criteria | <p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Establishment of effective communication channels to develop partnering relationships with a wide range of individuals, groups and organisations in the community for supporting the organisation's CSR initiatives. • Establishment of mechanism to collect major stakeholders' feedback on CSR initiatives. • Engagement of all employees and external partners for the implementation of CSR initiatives through a variety of communication channels. |
| Remark | |