

**SKILLS FRAMEWORK FOR HUMAN RESOURCE
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Employee Attraction					
TSC	Digital Marketing and Communication					
TSC Description	Develop digital outreach plans and marketing collaterals to communicate and enhance the organisation's employer brand					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			HRS-HRM-3004-1.1	HRS-HRM-4004-1.1	HRS-HRM-5004-1.1	
			Implement digital outreach and engagement plans	Develop digital outreach plans and employer branding collaterals	Drive the digitalisation of employer branding and marketing	
Knowledge			<ul style="list-style-type: none"> Techniques of evaluating effectiveness of employer branding Models and methods of employer branding Trends in digital marketing Types of digital platforms used for employer outreach Types of digital branding collateral Functions and features of various digital channels 	<ul style="list-style-type: none"> Components of digital outreach and marketing plans Techniques to design digital collaterals Emerging trends in employer branding Differentiators in employer branding Indicators of digital channel effectiveness Stakeholder management techniques 	<ul style="list-style-type: none"> Demographic trends affecting employer branding strategies Cost-benefit analysis of digital marketing and engagement plans Organisation's digital strategies Trends in digitalisation of human resource (HR) functions Techniques to measure digital marketing and engagement effectiveness 	

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<p>Abilities</p>			<ul style="list-style-type: none"> • Evaluate the effectiveness of current branding and outreach activities • Assess the impact of digitalisation on employer branding initiatives • Identify digital platforms used in employer branding and marketing • Develop drafts of digital employer branding and communication collaterals • Implement digital outreach and engagement plans to harness employer branding • Maintain digital channels used to connect with potential hires • Monitor the digital presence of the organisation's employer brand • Propose ideas to boost digital outreach and marketing efforts 	<ul style="list-style-type: none"> • Develop plans to engage potential hires through digital outreach and marketing • Design digital employer branding collaterals with the marketing and corporate communications team • Leverage on digital technologies to establish differentiators in the employer brand • Review effectiveness of digital channels in connecting with target audiences 	<ul style="list-style-type: none"> • Project future employer branding needs • Direct employer branding and market engagement efforts across digital platforms • Evaluate the costs, benefits and feasibility of digital marketing and communication plans • Promote the integration of digital technology and HR initiatives • Define the desired objectives and image of the employer brand on digital platforms • Align digital marketing and outreach strategies with the organisation's digital strategies • Review the effectiveness of the digital marketing and communication initiatives • Recommend improvements to enhance effectiveness of digital outreach efforts 	
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