

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

TSC Category	Employee Attraction					
TSC	Employer Branding					
TSC Description	Develop employer brand proposition and strategies in alignment with the organisation's long-term strategic objectives and desired culture					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				HRS-HRM-4005-1.1	HRS-HRM-5005-1.1	HRS-HRM-6005-1.1
				Drive the implementation of initiatives and programmes to build the employer brand	Develop the employee value proposition	Establish a strong employer brand in line with the organisation's objectives and culture
Knowledge				<ul style="list-style-type: none"> Guidelines related to employer branding Statistical analysis tools and techniques for evaluating effects of employer branding Models and methods of employer branding Market trends and impacting employer branding Market practices on employer branding Links between organisational strategy and employer branding Methods of engaging stakeholders involved in employer branding 	<ul style="list-style-type: none"> Internal and external market trends impacting employer branding Human capital statistics Differentiators in employer branding Factors that impact the employee value proposition developments (EVP) Criteria to evaluate employer branding outcomes 	<ul style="list-style-type: none"> Emerging trends in employee preferences Macro trends impacting employer branding Impact of strategic employer branding on employee value proposition (EVP) Techniques in evaluating effectiveness of employer branding
Abilities				<ul style="list-style-type: none"> Conduct studies on the organisation's employer image and brand to determine organisation's branding Identify organisational differentiators that are used in employer branding Identify market practices of employer branding Evaluate effects of employer branding Market strategies to stakeholders that drive 	<ul style="list-style-type: none"> Lead studies around employer branding to understand how the organisation is portrayed Establish differentiators to differentiate the organisation from its competitors Develop employer brand in alignment with the organisational strengths and long-term strategies Adapt employer brand to demographic and 	<ul style="list-style-type: none"> Analyse emerging employee preferences, trends and their impact on branding strategies Align the employer brand with the organisational strategy Align employer brand across geographies Endorse the employer brand Engage senior stakeholders on the employer brand proposition

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				<p>the employer brand in alignment with the organisational strengths and strategies</p> <ul style="list-style-type: none"> • Incorporate employer branding in organisation's collaterals and interactions with current and potential employees • Analyse current organisational employer brand position to identify gaps • Identify potential improvements and enhancements to the employer brand 	<p>preferences of current and potential employees</p> <ul style="list-style-type: none"> • Engage internal and external stakeholders on the employer brand proposition • Assess impact and outcomes of employer branding efforts • Review the effectiveness of the processes of developing the employer brand • Review the effectiveness of the employer branding strategies • Recommend refinements to employer branding strategies 	<ul style="list-style-type: none"> • Evaluate the long-term impact of employer branding on organisational performance
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