### 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.

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
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<td>HRS-HRM-4005-1.1</td>
<td>HRS-HRM-5005-1.1</td>
<td>HRS-HRM-6005-1.1</td>
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<tr>
<td>Drive the implementation of initiatives and programmes to build the employer brand</td>
<td>Develop the employee value proposition</td>
<td>Establish a strong employer brand in line with the organisation’s objectives and culture</td>
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#### Knowledge
- 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
- 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
- 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
- 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

#### Abilities
- 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
- 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 strategies and long-term strategies
- Adapt employer brand to demographic and
| the employer brand in alignment with the organisational strengths and strategies |
| 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 |
| preferences of current and potential employees |
| 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 |
| Evaluate the long-term impact of employer branding on organisational performance |