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# RECRUITING

Human resource managemet

Recruiting staff

Employer brand

HR Marketing

Promotion of vacancies

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**Today's topic**

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**RECRUITING**



*"Recruitment is the process of finding and reaching out to the people an organization needs."(Armstrong, a další, 2015)*

# 1. Defining requirements

Information on working conditions (pay, benefits, working hours, job description),

Special requirements (changing work location, travelling, difficult working conditions),

Description of training, development and career opportunities,

Staff requirements (knowledge, skills, experience, etc.)

## 2. Internal vs. external recruitment

**Internal recruitment means that an existing employee is promoted or transferred to another position. The main advantage is that this employee is already familiar with the company culture and processes, which will facilitate their adaptation.**

**External recruitment brings in workers from outside the company. The advantage here compared to internal recruitment is that such a worker can bring new perspectives to the organisation and thus be an impetus for innovation. At the same time, it is a solution in a situation where the organization does not have the spare capacity among the existing employees to fill the required position.**



# EMPLOYER BRAND

Activity

# EVALUATION OF THE ACTIVITY

What employers with a positive brand and employers have in common with a negative brand?

# Employer brand - definition

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- *"Employer branding in the context of recruitment is a set of psychological, economic and functional benefits that potential employees associate with employment in a given company.,,"*  
(Wilden, a další, 2010)

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## **External employer brand**

If it is positive, the employer is attractive to job seekers. As a result, more applicants apply for vacancies, which are also of higher quality than companies with a negative employer brand.

Overall, the cost of the selection process is also reduced.

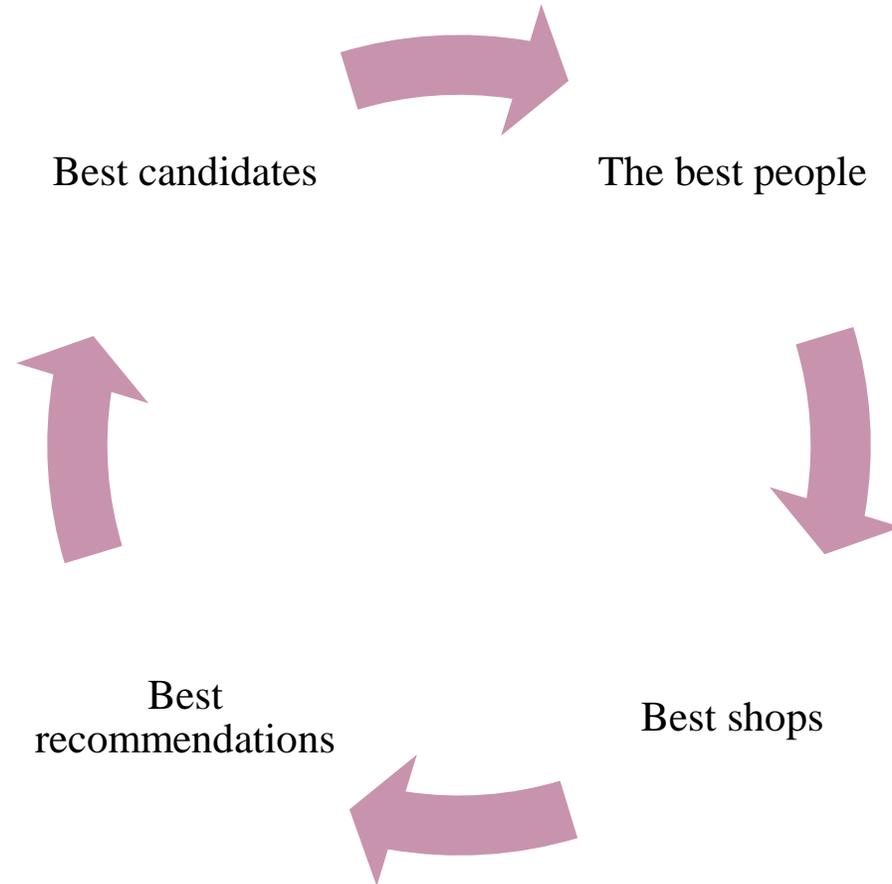
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## **Internal employer brand**

It has a positive effect on the overall atmosphere within the organisation.

Employees feel good, trust their employer, are proud of where they work, and the internal employer brand also has a positive impact on their commitment and loyalty.

# Employer Reputation Cycle



# Employer branding

Employer branding associations

Identity of the organisation

Organisational culture

Employer image

Brand loyalty

Employer attractiveness

Employee productivity

# PERSONNNAAL MARKETING



# Marketing of services vs. Personnel Marketing

ELEMENT OF THE MARKETING MIX	MARKETING OF SERVICES	PERSONNAL MARKETING
PRODUCT	What an organisation offers to the consumer to meet their needs.	Incentives offered by the employer to employees.
PRICE	What the consumer has to pay the service provider.	Expected employee contribution to the organization.
PLACE	The location where the service is provided.	The geographic location where the product is available.
PROMOTION	Marketing communication aimed at attracting customers.	Formal and informal messages that are communicated either directly or indirectly to current or potential employees.
PROCESS	Interaction between the customer and the provider during the service delivery process.	Systems and procedures in the workplace that enable employees to access the Product, link their work and non-work roles to achieve organizational and personal goals.
PEOPLE	Employees with whom the customer comes into contact during the provision of the service, but also the customer himself.	People who have the knowledge and skills to convey the product to employees and enable them to extract maximum value from them.
PHYSICAL EVIDENCE	Physical appearance of the place where the service is provided, appearance of the staff, additional materials (e.g. brochure)	Workplace environment, organisational culture.

# PROMOTION OF JOB VACANCIES



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# Traditional communication channels

Labour offices,

Job advertising sites,

Recommendations from existing employees,

Job fairs,

Collaboration with schools.

# Trends in the promotion of vacancies

- Social networks (especially thematic groups on Facebook, LinkedIn),
- Recruitment videos,
- Career sites,
- Employer reference sites (Atmoskop, Glassdoor),
- Websites designed to promote company culture (Wellcome to the Jungle, Cocuma).

# Job advertisement

- How should it look like?

# CAREER VIDEO



# Career web

- [Jobs at Kiwi.com – Making Travel Better](#)

# — SUMMARY

What have you learned today?

**THANK YOU  
FOR YOUR  
ATTENTION**

15 minutes break



# RECRUITING

Human resource management. Seminar



# — DISCUSSION

What did you find out while doing your homework?

# Activity

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Create a job  
description

Create a job  
advertisement

Present your  
work

# Task for the next seminar

- Upload the job description and a nicely graphicised job advert to the information system
- Deadline: čtvrtek 23.2.2025, 23:59

**— THANK YOU FOR  
YOUR ATTENTION**