

CFAM8.1.1

Recruit, select, and keep marketing colleagues



Overview

This unit is about recruiting and selecting people to undertake identified activities or work- roles within your area of responsibility. It involves taking a fair and objective approach to recruitment and selection to ensure the appointment of individuals with the required skills, knowledge and understanding, and who are likely to perform effectively.

As recruitment and selection can be expensive and time-consuming activities, the unit also involves taking action to understand why colleagues are leaving and taking action to keep colleagues.

Whilst you would be expected to draw upon the expertise of personnel specialists, you are not expected to be a personnel specialist yourself.

This unit is recommended for first line and middle marketing managers. Such marketers might be employed within `client-side' organisations, or within agencies/consultancies offering marketing services to clients.

CFAM8.1.1

Recruit, select, and keep marketing colleagues

Performance criteria

You must be able to:

- P1 talk with colleagues who are leaving your area of responsibility to identify and discuss their reasons for leaving
- P2 identify ways of addressing staff turnover problems, implementing those which clearly fall within your authority, and communicating others to the relevant people for consideration
- P3 review, on a regular basis, the work required in your area of responsibility, identifying any shortfall in the number of colleagues and/or the pool of skills, knowledge, understanding and experience
- P4 identify and review the options for addressing any identified shortfalls and decide on the best option(s) to follow
- P5 consult with others to produce or update job descriptions and person specifications where there is a clear need to recruit
- P6 consult with others to discuss and agree stages in the recruitment and selection process for identified vacancies, the methods that will be used, the associated timings and who is going to be involved
- P7 ensure that any information on vacancies is fair, clear and accurate before it goes to potential applicants
- P8 seek and make use of specialist expertise in relation to recruiting, selecting and keeping colleagues
- P9 participate, as agreed, in the recruitment and selection process, making sure that the process is fair, consistent and effective
- P10 make sure that applicants who are offered positions are likely to be able to perform effectively and work with their new colleagues
- P11 judge whether the recruitment and selection process has been successful in relation to recent appointments in your area and identify any areas for improvements

CFAM8.1.1

Recruit, select, and keep marketing colleagues

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 why it is important to identify and understand why colleagues are leaving and how to do so constructively and sensitively
- K2 the types of reasons colleagues might give for leaving
- K3 how to measure staff turnover
- K4 the causes and effect of high and low staff turnover
- K5 measures which can be undertaken to address staff turnover problems
- K6 how to review the workload in your area in order to identify shortfalls in the number of colleagues and/or the pool of skills, knowledge, understanding and experience
- K7 different options for addressing identified shortfalls and their associated advantages and disadvantages
- K8 what job descriptions and person specifications should cover and why it is important to consult with others in producing or updating them
- K9 different stages in the recruitment and selection process and why it is important to consult with others on the stages, recruitment and selection methods to be used, associated timings and who is going to be involved
- K10 different recruitment and selection methods and their associated advantages and disadvantages
- K11 why it is important to give fair, clear and accurate information on vacancies to potential applicants
- K12 how to judge whether applicants meet the stated requirements of the vacancy
- K13 sources of specialist expertise in relation to recruitment, selection and retention
- K14 how to take account of equality and diversity issues, including legislation and any relevant codes of practice, when recruiting and selecting people and keeping colleagues
- K15 how to review the effectiveness of recruitment and selection in your area

Industry/sector specific knowledge and understanding

- K16 turnover rates within similar organisations in the industry/sector
- K17 recruitment, selection and retention issues and specific initiatives and arrangements within the industry/sector
- K18 working culture of the industry/sector

Context specific knowledge and understanding

- K19 current people resources available to your area, including skills, knowledge, understanding and experience of colleagues
- K20 work requirements in your area
- K21 agreed operational plans and changes in your area

CFAM8.1.1

Recruit, select, and keep marketing colleagues

- K22 the staff turnover rate in your area
- K23 job descriptions and person specifications for confirmed vacancies
- K24 local employment market conditions
- K25 the organisation's structure, values and culture
- K26 employment policies and practices within the organisation – including recruitment, selection, induction, development, promotion, retention, redundancy, dismissal, pay and other terms and conditions
- K27 sources of specialist expertise in relation to recruitment, selection and retention used by the organisation

CFAM8.1.1

Recruit, select, and keep marketing colleagues

Additional Information

Behaviours

1. you recognise the opportunities presented by the diversity of people
2. you work to turn unexpected events into opportunities rather than threats
3. you try out new ways of working
4. you identify people's information needs
5. you seek to understand people's needs and motivations
6. you comply with, and ensure others comply with, legal requirements, industry regulations, organisational policies and professional codes
7. you take and implement difficult and/or unpopular decisions, if necessary
8. you act within the limits of your authority
9. you show integrity, fairness and consistency in decision making

Glossary

Organisation

can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation

CFAM8.1.1

Recruit, select, and keep marketing colleagues

Developed by	CFA Business Skills @ Work
Version number	1
Date approved	April 2010
Indicative review date	April 2012
Validity	Current
Status	Original
Originating organisation	CFA Business Skills @ Work
Original URN	M8.1.1
Relevant occupations	1132 Marketing & Sales Managers 3543 Marketing Associates
Suite	Marketing
Key words	Marketing, sales, marketing management, market research, advertising, public relations