

# Develop a Winning Employer Brand to Attract and Retain Top Talent (SFw HR) (Synchronous e-learning)

Participants will be awarded the **Statement of Attainment** for HRS-HRM-5005-1.1 Employer Branding upon successful completion of the course.

## Introduction

In competing globally for limited talent, more organizations are focusing on strengthening their employer brand to attract and retain talent to meet growing business challenges, because employees are the key to organizational success, organizations that can attract and retain the best talent will have a distinct advantage over their competitors. In investing effort to create or develop a compelling employer brand, it is essential that an organization understands the factors that drive the brand, the needs of employees that it targets and the methods of communicating and sustaining the brand. This 2-day course will provide practical skills and knowledge that can be applied at the workplace to enable development of a compelling and sustainable employer brand.

## Course Objective

The course aims at providing participants with the knowledge to develop, communicate and sustain a winning employer brand to attract, engage and retain top talent. It addresses skills in determining strategies in designing employee value propositions that are anchored upon an organization's purpose and values, aligned to its business processes and needs of current and target employees.

## Target Audience

Human resource professionals and managers who are involved with the employee resourcing and employee engagement functions.

## Course Outline

- Methodologies for analyzing the competitive scenarios for the employer branding
- Developing strategies to enable a compelling employer branding
- Defining and designing an organization's employer value propositions
- Communicating, reviewing and refining the employer brand for sustained impact

## Methodology

It is a competency-based learning with assessment. It is a competency-based learning with assessment. Instructional methods will include facilitation, case studies, discussions and presentation, critique and review

Please refer to SNEF website for available dates  
 Duration : 2 days, 9am to 6:30pm (17 hours)  
 Course Venue : Virtual via Zoom

**Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)**  
 Click on 'Training' and Course Category '**Human Resource / Industrial Relation**'

- ❖ **50% Course Fee Subsidy, capped at \$15/hr (SC aged ≤ 39/SPR)**
- ❖ **90% Course Fee Subsidy, capped at \$50/hr (SC aged ≥ 40/ SMEs)**
- ❖ **Absentee Payroll 90% of hourly basic salary, capped at \$10/hr. Eligibility period: 1 May – 31 Dec 2020**

SME	NON-SME	SELF-SPONSORED	Full Course Fee	Training Grant	Amount Payable
- All SC & SPR	- SC aged ≥ 40		\$481.50	-\$405.00	= <b>\$76.50</b>
	- SC aged ≤ 39	- All SPR	\$481.50	-\$225.00	= <b>\$256.50</b>

All prices stated are inclusive of 7% GST

**SC** : Singapore Citizen

**SPR** : Singapore Permanent Resident

: Not Applicable

**SMEs** : Defined as companies with:

(i) at least 30% local shareholding; AND

(ii) Group annual sales turnover of not more than \$100 million OR Group employment size of not more than 200 employees.

## Funding Eligibility

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Singapore Citizens or Permanent Residents (PR) of Singapore
2. Attain at least 75% course attendance
3. Successfully complete assessment & certified as competent
4. Has not enjoyed funding for the same course before.  
**Note: This course is equivalent Develop a Winning Employer Brand to Attract and Retain Top Talent (HR-RS-501E-1).**
5. For company-sponsored participants, training is fully sponsored by companies, which are registered or incorporated in Singapore

## Enquiries:

Malar DID: 6827 6934 / Training hotline: 6827 6927

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