

Alina Melkova, Margarita Silvanovich

Science tutor *I.V. Pinchuk*

BNTU (Minsk)

HR MANAGEMENT

We can often hear about the profession of HR manager, it is widely heard today. This profession is in demand and relevant, but there are many myths around it. What are the responsibilities of an HR manager? And why is it called "personnel management" if people are managed by their direct supervisors? Many people have only a superficial understanding of these issues, which leads to a lot of myths around this specialty.

If we decipher HR, we get human resources. Therefore, an HR manager is a person who works with human resources. Such specialists are often called personnel officers and recruiters. But it's not the same. An HR manager can keep records and search for personnel, but these are far from all of his duties.

But HR management and personnel management are one and the same. Human resource management is about hiring and retaining employees. It is important to understand that human resource management is not about managing people. Management manages people. The duties of managers are to give tasks and supervise their implementation. It has nothing to do with personnel management.

Human resource management is a section that deals with solving administrative tasks and building a personnel strategy. The confusion arises because both of these specialists are called HR managers. That is, the essence of their activity is finding the best ways of interaction between employees of the company.

The duties of the HR manager are the following:

1. Recruitment.

To find the best candidates with the right competencies, a specialist must understand the nature of people, determine their strengths and weaknesses. Personnel search can be carried out in different ways.

Classic headhunting. An HR manager posts vacancies on career portals and analyzes uploaded resumes.

Aggressive headhunting. This is a way to find the right specialist by poaching him from another business, most often from competing firms. First you need to find valuable employees from other companies, often people in leadership positions and find out preliminary information about them. Hidden methods are used, most often according to existing databases. Anyway, the desired employees were once looking for work in a particular area. Often talented employees are recommended by people adhering to their own goals. But before poaching an employee, they call him at work to check his skills, competence and the level of satisfaction with the current position with the salary. A

feature of headhunting is that the specialist they want to lure to work is already employed and does not need it. The recruiting company should offer him the best motivation. However, there is a wealth of information out there on protecting employees from headhunters, which makes the job of an HR manager even more challenging.

HR branding. Company positioning. For example, through the use of social networks and advertising.

Remote recruitment. Search for employees for remote work.

Recruitment automation. The personnel manager can make his work easier by transferring part of the tasks to ATS (Applicant tracking system) programs.

Also, HR must understand the direction of development of the labor market and its structure, guess the salary expectations of the candidate.

2. Adaptation of personnel. A new employee must quickly adapt to existing processes. They conduct a Welcome-training, that is, a course of introduction to the company. It can be an online course or even a mobile app. Often there is a tutor who introduces the beginner to the features of the work.

3. Financial compensation and benefits. HR managers maintain a salary database in order to find the optimal salary for employees, with minimal overpayments to the company, prepare staffing plans, manages the system of compensation and increase in income.

4. Non-material motivation. It can be free lunches, a comfortable office space, flexible hours, and so on.

5. Training and development. When specialists are hired, they are trained, but after a few years their skills become obsolete. Very often, hiring new employees is not profitable, so there are various professional courses, seminars, conferences, trainings, lectures, for training existing staff.

6. Evaluation and development. With the help of personnel evaluation, you can understand whether the employee fits the position he holds and whether he should be promoted to the head. An internal personnel reserve is being created to develop the interchangeability of employees.

In conclusion, we can say that the goals of HR depend on the stage of development of the organization. As companies grow, HR management has more and more responsibilities. The structure of the HR service depends on the size and specifics of the company. Large companies have many departments for each function, and a small business can get by with one HR manager, and other specialists perform some of its functions.

The effectiveness of a specialist depends not only on his professionalism, but also on the charisma of the employee. An HR manager is a sociable person who can manage his work in stressful conditions, impartial and attentive to the interlocutor.