

Freelancers face a number of challenges:

- A significant segment of the labour market remains outside the legal framework, the government does not receive social funds and the rights of its workers are violated.

- Freelancer, as a business owner, need to stay on top of taxes, invoices, payments received, finding your own health insurance, and buying every piece of software and technology you need to complete your work.

- Feast or famine syndrome is another real downside to freelancing. Some months you'll be full to the brim with work, while the next month may be a ghost town. Thus, freelancing requires good money management and constant sourcing of new clients.

We have conducted a survey among freelancers in order to assess the situation at Belarusian freelance market. The reference group consisted of 278 people. As a result, we have revealed that 48 % are engaged in the field of graphics and design, 30 % – creating games, 7 % – rewriting texts and translations, 4 % – consulting and legal services, and 11 % – promoting products in social networks. 57 % noted a decrease in the number of clients and customers after the introduction of self-isolation, for 22 % this number did not change, for 21 % – increased. Noted disadvantages: for 49 % – lack of face-to-face communication; for 45 % – a lot of distractions; it is difficult for 40 % to organize a working day; 14 % have difficulties in organizing a workplace.

To sum up, freelancing remains ambiguous in Belarus, since there is no clear legislation that would regulate this activity. Despite this, freelancing is becoming widespread not only in Belarus, but in the whole world. As an example relatively recently – on January 28, 2020, were made amendments to the Labor Code regarding remote workers. Perhaps the changes in the freelance area will not take long to wait.

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PERSONNEL MARKETING

Маркетинг персонала

Nowadays, every company needs marketing personnel. And the main aim of this work is to consider this question.

The marketing of personnel contributes to an effective development of business by attracting experienced and proactive specialists. The modern labor market is highly unstable. There is high unemployment, low demand for most common professions, minimum wage, problems of employment of graduates of higher educational institutions and many other negative trends. One of the reasons for this situation is the presentation by most organizations and enterprises of excessive requirements for candidates for specific vacancies. Organizations and enterprises should take into account the state of the internal environment of the enterprise, the degree of interest of personnel in the development of the organization. Therefore, such a direction as personnel marketing is becoming increasingly important.

The purpose of personnel marketing is to attract the best specialists to cooperation. The personnel marketing system will meet the requirements of efficiency if it is able to assess all the trends of the labor market in a timely manner, feel possible fluctuations in the social sphere and the results of technological breakthroughs. An important aspect in this case will always remain the legal nature of labor relations. The main tasks of marketing the company's personnel include:

- 1) formation of an attractive company brand for the target group;
- 2) labor market analysis;
- 3) studying the requests of those who plan to take a vacant place, as well as the working staff;
- 4) development of advertising campaigns for graduates of professional educational institutions;
- 5) study of competitive advantages;
- 6) determining the costs of the process of working with potential employees in any possible management situations;
- 7) creation of a program for finding and attracting new employees;
- 8) closing vacancies and forming personnel reserves inside and outside the organization.

As a result, personnel's marketing is an important and integral part for a success of the organization. Personnel marketing helps to reduce staff turnover, arouse interest in work and the desire of employees to constantly improve themselves. The principles of personnel marketing help to lay the foundation for a completely new and much more efficient process of the enterprise functioning.