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STAFF MARKETING AND ITS INFORMATIONAL AND COMMUNICATION FUNCTION

The staff marketing means enlargement of content of industrial marketing in the sphere of staff marketing. The broad sense and narrow sense of staff marketing differs from each other. In the broad sense staff, marketing is understood as a philosophy and strategy of management of human resources. The goal of such marketing is optimal utilization of working resources that may be achieved by making a good working condition. This provides increasing of working efficiency and development of partner relation towards the firm to every employee.

According to broad sense, the principle of staff marketing is based upon marketing conception that differs from traditional administrative methods of staff management. In the narrow sense, the staff marketing is an important function of the service of staff management. The aim of the service is to display demands on staff resources and its satisfaction.

In staff marketing is important informational function that means creation of information base that is a basis of planning in market and communication sphere according to target groups. The differentiation may be happened with the following functions: demands to position, investigation of inner and out environment, studying of image of organization as an employer.

In the system of staff, management is also important communication function of staff marketing. Effective functioning of communication function is greatly depended upon segments of working market. In segmentation is included distribution of demands and supply into separate elements, which differs from each other with motive of employment and other sides connected with hiring of labor.