

Секция «Стратегическая коммуникация (подсекция на английском языке)»

## HR-brand of the company on the example of "ТМК"

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Modern communications should provide a positive effect.

HR brand is a complex of representations, opinions, associations, emotions, value characteristics about the company in consciousness of potential candidates and employees [1]. It is focused on regular employees, as well as stakeholders in the external environment. By the latter we mean active and passive candidates, clients, customers and other stakeholders.

The main task of HR-brand is to make the company attractive in the eyes of the job seeker. Such communication activities are associated with initiatives to attract, engage and retain future employees. HR-branding influences company's recognition among job seekers and its status on the labor market. Thus, due to the employer's brand the company will be in demand among the best prospective personnel. Among the companies with a successful HR brand are Google, Yandex, Apple and Mail group.

A team of students of the Higher School of Media and Communications and Public Relations of the Peter the Great University of St. Petersburg Institute of Humanities developed an HR-brand concept for the Pipe Metallurgical Company as part of the case assignment of the first All-Russian student contest in the field of public relations "Archer Future". According to the forecasts of the authors of the project as a result of realization of the formulated recommendations the customer can increase the rating of the recognizability and attractiveness of the employer among young job seekers.

For many graduates and students finding their first job is a serious problem. There is an emerging trend in the labor market: young people choose the company that cares about the environment, develops corporate social responsibility, and in general shares the values of the younger generation. If it does not happen - young professionals choose another employer.

This tendency is confirmed by the survey that was conducted among the students of St. Petersburg Polytechnic University Peter the Great. It involved 2nd-4th year students of technical as well as humanitarian areas of training. As a result of the survey, we identified the main demanded criteria of an employing company:

- reliability
- respect
- honesty
- innovation

To develop the HR-brand, we described the target audience more specifically:

Avatar - Sergey, an inquisitive technical student from the region of ТМК presence, who loves project activities, is interested in engineering and technology, and is concerned about the ecology of his native land.

We also analyzed the company's youth policy. ТМК can be called a trendy youth company even before our work on the HR-brand. The organization has been building its employer brand

for several years, holding a set of events for university students and graduates, acting as a partner in various contests and competitions. A striking example is the sponsorship of the "I am a Professional" Olympiad. Such companies, which are ready to support young specialists in their development, are reliable employers for the target audience. Nevertheless, TMK's youth policy lacked an overall vector.

As a result of our analytical work, we developed a concept and selected an appropriate naming conception: "PIPES IN NEW: OBJECTIVE REALITY". With this concept, TMK's HR-brand takes on a new meaning.

The tools we offered to the customer as part of our concept were:

1) *Competition and exhibition of media content*, the mission of which is to find talented young people who are ready to solve problems in an unconventional, creative way.

2) *VR presentation of the plant at a job fair*. TMK with the help of this tool could not only attract the attention of young people, to show what it's like to work in the pipe industry, but also to stand out among the other companies participating in the fair, as well as to create a loud newsbreak for the regional media.

3) *Skate park in the pipe*. Such a tool will not only attract attention, but also fix in the minds of young people the opinion of TMK as a modern company, which cares about the leisure of the younger generation.

4) *AR Workday*. AR technologies and the site, where everyone can see how the working day at TMK looks like, will help to acquaint potential employees with the place of work in absentia, to see high-tech solutions of production, solutions related to the safety of the employee and his work, solutions that take care of the environment.

5) *TikTok video content*. A tool like thoughtful story-driven video content on the TikTok social network will help the company attract the attention of young professionals. We suggested that customers introduce more engaging content with stories of successes of TMK's young professionals that demonstrate the company's values.

Thus, the company offers young specialists to look at the new world of the pipe industry through the "lens" of TMK. That is, the customer is a kind of guide for young job seekers into the high-tech and reliable world of career development in the pipe industry.

HR branding is underestimated by many organizations. But the first impression of the company will determine whether the candidate will want to become this part of the team [3]. Therefore, devote resources to building and maintaining a sustainable positive image of the organization in the eyes of internal and external public of the professionals required by the company today is one of the most important criteria for competitiveness.

## References

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