

Ways to Make Organisational Communication More Efficient in Rural Areas

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Abstract: *In this paper, in terms of recruitment for a company whose main activity is the production and raising of pigs, I propose several PR strategies, which are practical for disadvantaged areas. The mission of the company is to contribute to the long-term development of the Romanian agriculture and livestock, in accordance with the best practices of the European Union. The PR recommendations aim at expanding the employer brand by participating in events such as 'Days of the X village', with its own stand for the recruitment of candidates, as well as by sponsoring these types of events.*

Key words: *organisation, communication, rural areas*

1. Presenting the current state of the employer branding

According to the *Employer Branding Now* study, published in June 2016, by Universum, 59% of the companies with a global presence, are spending this year more money on employer branding development, in comparison with 2015. Also, 62% of these companies' representatives, who are respondents in the survey, put the employer branding on their priority list of business strategies, for the current year.

The study shows that the majority of the organisations use employer branding to increase awareness (the degree of notoriety a brand enjoys, among their consumers or potential consumers, from the target audience) at the level of potential employers, which is good, but

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not enough to attract the best candidates. Companies should, therefore, adopt more complex practices in order to develop an employer brand, including differentiating them among the important target audiences, but also among key markets.

Another aspect, highlighted in the study, is that only 30% of the organisations use employer branding to retain employees, because the majority of discussions are focused on attracting new talents. But employer branding is just as important for the current employees, as well. (<http://www.smartree.com/un-brand-de-angajator-ca-la-carte-cheia-pentru-a-atrage-si-pastra-cei-mai-buni-specialisti/>).

2. Company description

A company whose main activity is the production and raising of pigs. Their mission is to contribute to the long-term development of the Romanian agriculture and livestock, in accordance with the best practices of the European Union. Today, the company has active farms in the counties of Timiș and Arad, built mostly under the green-field scheme, plus eight pig breeding units built in partnership with local farmers (a total of approximately 950,000 commercial pigs per year). Being active in over 30 villages and towns in the counties of Timiș and Arad, the social responsibility activity also contains an important financial component, contributing annually to the economic development of the area, by a significant amount brought to the budget of these settlements, with over 5 million RON annually.

3. The research purpose

The purpose of this research is to identify ways to streamline the organisation's communication.

4. The current state of the organisation's communication

At present, the current status of the organisation's communication is quite good, as there is a fruitful collaboration between the departments and especially between the company and the local community. Internal communication and external communication play an important role and are some of the core values of the company.

Every year, social, environmental, or educational engagement programs are being organised, which are always developed with the support and voluntary involvement of the employees.

Even if the communication is maintained, within the company, there are still several recruitment issues in certain rural areas, where the company operates with farms.

Therefore, in terms of recruitment, for these disadvantaged areas, I have proposed to expand the employer brand by participating in events such as "Days of the X village", with our own stand for the recruitment of candidates, as well as to sponsor this type of events. However, in order to attract more potential employees, we will also have a company video presentation, where they are faced with what is happening in the production department and in the other departments, as well.

The observation I have made was due to several repeated requests, from the production department, regarding the lack of people on the farms located in the troubled area. Despite resorting to other recruitment resources in those areas, we have made an analysis, together with the Human Resources Manager, the Production Director and the Director of the Communication and the Public Relations Department, concluding that the proposal that was made might prove to be beneficial for the company.

5. The actual proposal - Ways to make organizational communication more efficient in rural areas

In the first phase, it is desired for the company to be present in the villages near the farms, especially in the areas where recruitment is quite difficult. Because the activity is divided between the two counties, we decided to participate first, in two events, one in the Timiș County and one in the Arad County, and further along, we will also be present in other villages.

The first event would be the participation at the “Days of Nitchidorf”, in the Timiș county, and the second participation would be at “Days of Ineu” in the Arad County.

5.1. Objectives

The overall objective of the project is to recruit and select rural candidates from the rural area and to create a positive image of the company.

Short-term objectives:

- Attracting candidates from targeted locations by reaching a number of X interested persons at the stand.
- Gathering at least 100 CVs for the department of Production, by participating in the two events.
- Promoting the company through an announcement made by the organisers.



Long-term objectives:

- The company being present at two more events by the end of 2017.
- More than 200 CVs gathered.
- Hiring at least 150 people by the end of the year.
- Promoting the company's participation at events through various media channels.

5.2. Plan of deployment

First event “Days of Nitchidorf”, July 10th, 2017 – Timiș county

- Setting up the company stand with the help of volunteers and placing banners to attract attention.
- Preparing the promotional materials and distributing them, with the help of volunteers, among the crowd, to stimulate the interest of as many people as possible, and direct them towards our stand.
- At the stand, the following people will be present:
 - the recruiter, who will give details regarding the available positions within the company and invite those who are interested to fill in a CV.
 - the training coordinator, who will be discussing with the interested people about the opportunities of development within the company.
 - the zootechnical engineer or veterinarian, who can describe what is actually happening in production and what tasks would be given to the person interested in working in production.



Second event: “Days of Ineu”, September 25th, 2017 – Arad county

- Setting up the company stand with the help of volunteers and placing banners to attract attention.
- Preparing the promotional materials and distributing them, with the help of volunteers, among the crowd to stimulate the interest of as many people as possible and direct them towards our stand.
- At the stand, the following people will be present:
 - the recruiter, who will give details regarding the available positions within the company and invite those who are interested to fill in a CV.
 - the training coordinator, who will be discussing with the interested people about the opportunities of development within the company

- the zootechnical engineer or veterinarian (who should be from that area because s/he is known by the residents and attracts more interested people) can describe what is actually happening in production and what tasks would be given to the person interested in working in production.

5.3. Resources needed

1. Human: 1 recruiter, 1 training coordinator, 1 zootechnical engineer or veterinarian and 8 volunteers.
2. Material: 500 standard CVs, promotional materials (customised pens – 500 pcs, flyers – 1000 pcs, company information leaflets - 600 pcs, anti-stress piglets 300 pcs).
3. Time: The event will take place in 1 day, in July 2017 and in 1 day, in September 2017, 6 hours / day.

5.4. Evaluation

A project evaluation in its first phase can be done, based on the number of people hired between the two events, and after the second event, by December 2017.

Webography

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