

Role & Responsibilities of HR Professionals

The roles and responsibilities of HR managers are in constant evolution. The HR manager's role is no longer all about employee management; they serve as organizational strategic partners to increase overall company performance and its internal and external relations. If one is dreaming to have a long successful HR career, they should act as strategic partners as well as assume their traditional roles such as administration, firing, personnel and compliance in the organization. However, in most cases HR professionals choose to remain consultative officials to the general HR department in the same organization.

As a strategic partner, the HR professional executes the following duties:

- Business forecasting: This helps the HR department and the organization at large predict performance, growth, and client acquisition and retention.
- Establishment of business return on investment (ROI): The HR business strategist assists the human resource manager on how to effectively manage employees. Effective employee management brings profit and growth in the organization.
- Organizational planning with the view of realizing current and future business success.

Business administration researchers have redefined the role of the HR manager as a business partner that makes sense to the common man on the ground. An HR manager acts as a consultative figure within the HR department. While a general HR recruits, fires, and manages employees, the HR business partner advises the HR department on a variety of issues that include but are not limited to performance assessment, evaluation of internal and external equities and; of course, counsel the HR manager on employee affairs such as remuneration, promotion, and career development.

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Interestingly, HR business partners have clients in the HR department within and outside the organization who are desperate to receive strategic planning consultation. This enables even average HR managers accomplish organizational goals including profit optimization, employee retention, business growth and embracement of organizational culture. The revolution in HR management in the sense of engaging business strategists is already bringing fruits and it seems things will remain there for quite a long time.

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