



SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with Regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

Human Resource Management and Practices

registered by Organising Field 03 – Business, Commerce and Management, publishes the following qualification and unit standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the qualification and unit standards. The full qualification and unit standards can be accessed via the SAQA web-site at www.saga.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, SAQA House, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the qualification and unit standards should reach **SAQA** at the address **below and no later than 19 February 2007**. All correspondence should be marked **Standards Setting – Human Resource Management and Practices** addressed to

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SOUTH AFRICAN QUALIFICATIONS AUTHORITY

QUALIFICATION:**Further Education and Training Certificate: Labour Recruitment Consulting**

SAQA QUAL ID	QUALIFICATION TITLE		
58063	Further Education and Training Certificate: Labour Recruitment Consulting		
SGB	PROVIDER		
SGB Human Resource Management and Practices			
ETQA			
o			
QUALIFICATION TYPE	FIELD	SUBFIELD	
Further Ed and Training	3 - Business. Commerce	Human Resources	
	Studies		
ABET BAND	MINIMUM CREDITS	NQF LEVEL	QUAL CLASS
Undefined	152	Level 4	Regular-Unit Stds Based
REGISTRATION	SAQA DECISION	REGISTRATION	REGISTRATION
Draft - Prep for P Comment			

PURPOSE AND RATIONALE OF THE QUALIFICATION

Purpose:

This qualification is the entry level qualification to the Labour Recruitment industry and facilitates access to education, training and a career path within a dynamic, exciting, challenging and growing services sector. This qualification is intended for Labour Recruitment consultants in staffing services as well as recruitment consultants in the Human Resource environment, including recruiters in the Public Service, and any other person involved in a people acquisition function. This qualification aims to raise the level of professional service to employers, job seekers and other stakeholders.

The qualification has been designed to empower learners with competencies and insights to respond positively to the changing demands in the labour recruitment industry by:

- Obtaining specific knowledge relating to critical areas of the labour market.
- Developing knowledge of trends and best practice in customer service.
- Applying global best practice in recruitment consulting.
- Gaining awareness of self through development of intra and interpersonal skills.
- Acquiring social status and recognition.

The learners who achieve this qualification will possess knowledge, skills and competencies pertinent to the labour recruitment industry. Competent learners will be capable of:

- Combining recruitment practices to match candidates for specific job criteria.
- Applying business and ethical principles to recruitment practices.
- Demonstrating a range of communication skills within a recruitment environment.
- Establishing client and candidate relationships in order to provide recruitment services.
- Applying legislative and regulatory frameworks in recruitment practices.
- Identifying and solving problems related to recruitment practices.

The qualification addresses all sectors of the recruitment industry and brings together aspects of marketing and recruitment principles and practices. This provides articulation with other service sectors and facilitates portability of skills.

Learners embarking on this qualification will gain experience and knowledge of various fields in business management such as sales and marketing, human resources and accounting. This could enable career growth within or external to the recruitment industry and facilitates life long learning.

Rationale:

Recruitment services play a critical role in access to employment. The economic growth of the country has impacted positively on the growth of the sector through the need for knowledgeable and skilled workers. This results in a demand for competent recruitment consultants operating in an increasingly complex labour market. Currently there is no formal qualification that addresses the need of the industry sub-sector for qualified professional consultants. The qualification will provide learners with specialised competencies to function successfully within the recruitment environment. The recruitment industry, through its qualified consultants, manages a significant portion of the permanent and temporary workforce and facilitates the acquisition of job and employment opportunities within the marketplace.

This qualification is the first in the learning pathway for individuals who wish to embark on a career within the recruitment industry or related careers in other sectors. The qualification covers the foundational areas of the recruiter's role in the workplace.

This qualification brings together all aspects of recruitment and marketing principles. It seeks to professionalise the industry and is applicable to permanent and temporary employment services. In addition, it provides articulation with other service industries.

This qualification will provide an opportunity for persons already in the industry to acquire formal recognition for the competencies that they have acquired.

RECOGNIZE PREVIOUS LEARNING?

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LEARNING ASSUMED TO BE IN PLACE

- o Communication at NQF Level 3.
- o Mathematical Literacy at NQF Level 3.
- o Computer Literacy at NQF Level 3.
- o Communication in a Second South African Language at NQF Level 2.

Recognition of Prior Learning (RPL)

This qualification can be achieved wholly or in part through Recognition of Prior Learning. It makes the recognition of prior learning possible. The learner and assessor will jointly decide on methods to determine prior learning and competence implicit in the qualification and the associated unit standards. Recognition of prior learning should be done by means of integrated assessment. The RPL may allow for:

- Accelerated access to further learning.
- o Gaining of credits contained in the unit standards of this qualification.

Access to the qualification

This qualification is open, keeping in mind the requirements of learning assumed to be in place.

QUALIFICATION RULES

Fundamental:

Source: National Learners' Records Database

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- The fundamental component of this qualification consists of unit standards in Mathematical Literacy and Communication. These unit standards are compulsory and comprise **56** credits in total. Learners must achieve all fundamental units standards as listed in the Qualification Matrix. The fundamental unit standards can be applied in a contextualized manner according to the area of interest in terms of occupational environment and industry needs, and can also be integrated in other training components.

Core:

- The core component of this qualification consists of unit standards to the total value of 82 credits which are all compulsory.

Electives:

- Learners must choose elective unit standards with a minimum total value of **14** credits.

EXIT LEVEL OUTCOMES

On completion of this qualification learners will be competent in the following outcomes within the defined context of this qualification.

1. Combine recruitment practices to match candidates for specific job criteria.
2. Apply business and ethical principles to recruitment practices.
3. Demonstrate a range of communication skills within a recruitment environment.
4. Establish client and candidate relationships in order to provide recruitment services.
5. Apply legislative and regulatory frameworks in recruitment practices.
6. Identify and solve problems related to recruitment practices.

Critical Cross-Field Outcomes (CCFOs)

This qualification addresses the following Critical Cross-Field Outcomes, as detailed and expressed in the associated unit standards:

- Identifying and solving problems in which responses indicate that responsible decisions using critical and creative thinking have been made and act on decisions to solve labour recruitment related problems efficiently and effectively.
- Working effectively with others as a member of a team, group, organisation, or community by participating effectively in carrying joint work with other people and helping to improve the work of his/her immediate team to meet organizational goals and objectives.
- Organizing and managing oneself and one's activities responsibly and effectively through prioritizing personal tasks and maintaining as well as implementing a task list.
- Collecting, analysing, organizing and critically evaluate information to determine and implement course of action.
- Communicating effectively, using visual, mathematical and/or language skills in the modes of oral and/or written communication and persuasion.
- Using science and technology effectively and critically, showing responsibility towards the environment and the well-being of others by using web-based technologies for recruitment.
- Demonstrating an understanding of the world as a set of related systems by recognizing that problem-solving contexts do not exist in isolation and engage with complex interrelated aspects of society and challenges and demands of labour recruitment from the legal, ethical, economical and political perspectives.
- Participating as responsible citizens in the life of local, national and global communities as the knowledge and skills acquired will contribute towards effective and efficient labour recruitment practice.

ASSOCIATED ASSESSMENT CRITERIA

1.

- o A recruitment plan is developed using a job specification.
 - o Sourcing strategies are executed to attract candidates.
 - o Appropriate assessment and selection techniques are applied to match candidates.
 - Tracking and feedback are recorded according to organisational requirements.
- 2.
- o Business principles and protocols are applied in the context of the recruitment environment.
 - o Current legislative requirements are applied to recruitment activities.
 - o Ethical practices and good corporate governance are adhered to in accordance to industry norms.
- 3.
- o Knowledge of communication process is demonstrated in own working environment.
 - Appropriate listening skills are applied in people engagement activities.
 - o Verbal and non verbal skills are used for persuasive communication in the marketplace.
 - Team effectiveness is advanced through cooperation and involvement in own work environment.
 - o Behaviours are recognised and interpreted to determine course of action.
- 4.
- o A database is build through successful engagement with candidates and clients.
 - o A survey is conducted to determine levels of credibility and trust amongst clients and candidates.
 - o Techniques to improve relationship building are described with examples.
 - o Sales and marketing principles and objectives are utilised within client relationship management.
 - o Elementary research tasks are undertaken according to organisational strategies and needs.
 - o Customer service principles are understood and applied to best practice to develop own customer service standards.
- 5.
- o Relevant labour legislation and regulatory frameworks are identified and applied within recruitment environment.
 - Non-compliance and disciplinary and grievance procedures are understood and applied within relevant context.
- 6.
- o The dynamics of the labour recruitment market are understood and explained with examples.
 - o Common problems and standard solutions are understood and applied to resolve recurring incidents.
 - o Appropriate techniques for problem solving are understood and applied to recruitment related problems.

integrated Assessment

The assessment criteria embedded in the unit standards contained in this qualification are performance-based, assessing applied competence (practical, foundational and reflective) competencies regarding labour recruitment related knowledge and skills. The learner assessed against this qualification should be able to integrate the various unit standards outcomes to be able to practice as a labour recruitment consultant. Both formative and summative assessments are required so that learners are given feedback on their progress in achievement of specific learning outcomes. The qualification should be assessed on the basis of evidence of demonstrated performance in the workplace or in simulated work situations designed to draw upon similar performance to that required at the workplace.

The summative assessment should be concerned with the judgment of the learning in relation to the exit level outcomes, which evaluates the learner's ability to integrate knowledge and skills as

well as the attitude or behaviour required to provide labour recruitment services and deal effectively with divergent and random demands. Assessment of communication and mathematical literacy should be integrated as far as possible within the context of specific learning.

All exit level outcomes, critical cross-field outcomes, and essential embedded knowledge required by the component unit standards are to be assessed. Evidence of the achievement of the critical cross-field outcomes should be found both in performance and in explaining and applying the essential embedded knowledge.

INTERNATIONAL COMPARABILITY

A worldwide web-site search in the labour recruitment training practices was conducted in international countries including the SADC region to identify whether international qualifications and associated standards achieve similar outcomes as the South African qualification in Labour Recruitment. The international comparison focused on the specific practices and needs of consultants in the labour recruitment environment. Most of the sites searched provide a list of qualification and the awarding bodies accredited to provide a wide range of academic and vocational qualifications in different fields. Internet research was conducted from the following countries together with those found in the SADC region that are directly responsible for setting standards in education and training as well as providing training information service.

- o United Kingdom - <http://www.openquals.org.uk>, <http://www.qca.org.uk>
- o United States of America - <http://www.americanstaffing.com>
- Scotland - <http://www.learnirectscotland.com>
- New Zealand - <http://www.nzqa.govt.nz>
- Botswana - <http://www.bota.org.bw>
- o Namibia - <http://www.nta.com>
- o India - <http://www.naaciindia.com>
- Mexico - <http://www.copaes.org.mx>
- o Malaysia
- Belgium
- o Australia - <http://www.ntis.gov.au>
- o Netherlands
- o Mauritius
- o Ireland - <http://www.ucd.id>

Background and rationale for the choice of countries for comparison

South Africa has a regulated and sophisticated legislative framework which forms a key component of the qualification. When selecting countries for comparison, a well documented and comprehensive legislative framework was sought, in addition to seeking those countries where labour recruitment practices are comparable to South African qualification. The United Kingdom and the United States were obvious choices for comparison.

The industry's representative association, the Association of Personnel Service Organisations in South Africa (APSO) is a member of the International Confederation of Temporary Employment Agencies (CIEET) which represents national federations from 30 countries and the six largest companies in labour recruitment worldwide, as well as having a strong affiliation with the American Staffing Association (ASA), was host nation for the International Conference.

As a profession, education and continuous profession development of its members is key, therefore APSO in close association with the sector education and training authority, tracks and evaluates global developments in terms of industry practices, to ensure the currency of education, qualifications and practices. Through CIEET membership, APSO has access to global partners for international comparability.

Engagement with key roleplayers on international reciprocity was further developed through a delegation including APSO meeting and ASA Education Committee in November 2006.

Discussion included the rationale and benefits of having an international reciprocal agreement in place for the National Qualification Framework (NQF) Level 4 qualification. A formal pathway is work-in-progress.

Countries such as Netherlands, Australia, Singapore, Malaysia, Canada, United States of America, Scotland and Ireland are amongst others members of the United Kingdom qualifications authority.

Further searches were conducted in the SADC region including Malaysia, India, Belgium, Mexico and therefore could not find suitable examples of qualifications or learning programmes to compare to the South African qualification in labour recruitment. However, in some countries such as Australia and New Zealand for instance, some of the certificate courses offered are purely for Personnel Recruitment and not a qualification in Labour Recruitment Consulting whose unit standards compare favourably with this qualification.

United States of America

The American Staffing Association is the voice of the United States staffing industry. It is a professional body that promotes the interests of the industry and oversees education in the recruitment or staffing industry. Members of ASA provide a wide range of employment related services and solutions, including temporary and contracting staffing, recruiting and permanent placement, amongst others. The Certified Staffing Professional learning programme that addresses key topics in labour and employment law, including:

- The pre-employment process.
- Equal employment opportunity laws.
 - Screening candidates.
 - Immigration Reform and Control Act.
 - Substance abuse and drug testing in the workplace.
- Employment agreements, employee handbooks, and restrictive covenants.
 - Wage and hour laws.
 - Family and medical leave.
 - Workplace safety, staffing firms and Occupational Safety and Health Act.
 - Wrongful discharge.
- Preventative measures to reduce the likelihood of employment-related claims.
- Labour management relation.
 - Employee benefits.
- Workers compensation.
- Co-employment issues.

The South African unit standards in this qualification address some of the competencies to the Certified Staffing Professional programme although a bulk of these topics relating to law are contained addressed in the unit standard 113915 "Explain the application of the Basic Conditions of Employment Act in an employment contract" and unit standard ID 10170 "Demonstrate understanding of employment relations in an organisation"

United Kingdom

A search for similar qualifications was conducted in the United Kingdom's Qualification and Curriculum Authority (QCA) database. Recruitment and Employment Confederation (REC) (UK) is the professional body representing the recruitment industry with more than 7 000 corporate members and 5 000 individual members and a member of INVESTOR IN PEOPLE, CIETT and CBI (the voice of business). It is a body approved by the Qualifications and Curriculum Authority (QCA) to offer specialist recruitment training and qualifications that provide valuable personal development opportunities which improve company performance. The following qualifications offered by REC were found to be comparable with the South African unit standards contained in this qualification.

Qualification title and reference: CIPD Level 3-Advanced Certificate in Recruitment 100/5280/X.
Unit standards

- Maintain effective working relationships.
 - Assist clients to plan the implementation of a course of action.
 - Assist clients to decide on a course of action.
- Monitor and solve customer service problems.
 - Make sales presentation to existing and potential customers.
- Improve the customer relationship.
 - Review health and safety procedures in workplaces.
 - Co-ordinate the recruitment and activities of temporary workers.
 - Conduct follow up procedures with job seekers.
 - Conduct interviews to support the recruitment process.
 - Support and co-ordinate job seekers in taking up employment offers.
- Attract and retain job seekers.
- Contribute to developing the recruitment business.
 - Monitor and evaluate the quality of service provided.
 - Use computer-based information management systems.
- Use computer-based technologies for recruitment.

Learning programme:

- Description: First qualification in the 4-tier framework for recruiters. It covers the four fundamental areas of a recruiter's role. It aims to build the skills of the learner to enable them to make a significant commercial and professional contribution to their organization

Qualification title and reference: Certificate in Recruitment Practice.

- Module 1: Understanding the Recruitment Marketplace.
 - Module 2: Essential Legislation and Procedures.
 - Module 3: The Relationship with the Business Community.
- Module 4: Relationship with the Candidate.

New Zealand

- The National Training Information Service is an accredited training providers that provide comprehensive information for the training sector specialist. The learning programmes in labour recruitment offered are unit standards only and no qualification was found to be compared to the South African qualification.

Australia

The following qualification was found:

- Certificate III in Personnel Recruitment

Information such as the level, credits and unit standards contained therein was not available.

The following Unit Standards were found:

(CHCES304A) Deliver recruitment services.

This unit standard involves the delivery of recruitment service that include sourcing of job vacancies, providing advice to employers, sourcing suitable clients (job seekers) to fulfil agreed selection criteria and providing advice and support following placement. The unit standard covers the following elements:

- Determine service level.
- Source suitable clients.
- Assess client suitability for employment opportunity.
 - Meet client and employer service agreements.

(BSBEMS403A) Develop and provide employment management services.

This unit standard addresses the requirements for personnel working in an employment services agency to provide candidates with service that address the issues of candidate retention with the agency and employment management services. The elements contained in this unit standards are:

- o Develop strategies for the retention of the candidates.
- o Provide advice and support to candidates.
- o Provide training solutions to candidates.
- o Develop strategies for the ongoing management of candidates.

The outcomes addressed in these unit standards do not specifically compare with the South African unit standards, however they address some skills embedded in the South African unit standards.

(BSBEMS402A) Develop and implement strategies to source and assess.

This unit standard addresses the requirements for personnel working in an employment services agency to source and assess candidates. The elements contained in the unit standards are:

- Develop strategies to source candidates.
- o Screen and interview potential candidates.
- o Assess and select candidates.
- Manage candidates outcomes.

The outcomes of the unit standards are similar to the South African unit standard 10978 "Recruit and select candidates to fill defined positions".

ARTICULATION OPTIONS

Articulation possibilities

This qualification provides both vertical and horizontal articulation with the following related qualifications in the fields of Business, Commerce and Management Studies:

Horizontal Articulation

- o Further Education and Training Certificate: Human Resources Management & Practices Support: ID: **49691**.
- o Further Education and Training Certificate: Customer Care Management
- Further Education and Training Certificate: Sales and Marketing
- o Further Education and Training Certificate: Generic Management: ID: 57712.

Vertical Articulation

- o National Certificate: Commerce: Human Resource Development, Level 5.
- o National Certificate: Human Resource Management, Level 5.
- o National Diploma Commerce: Human resource Management, Level 5.
- Bachelor of Commerce: Human Resources, Level 6.
- o Bachelor of Commerce (Hon) Human Resource Management, Level 7.
- o Bachelor of Technology: Human Resource Development, Level 7.

MODERATION OPTIONS

Moderation must include both internal and external moderation of assessments. Moderation of assessments will be overseen by the relevant ETQA according to the moderation guidelines and agreed ETQA procedures. This qualification can be internally assessed by assessors of the

provider and moderated by a moderator registered with the relevant ETQA. Moderation shall comply with **SAQA** requirements.

CRITERIA FOR THE REGISTRATION OF ASSESSORS

Assessors for this qualification should hold a qualification in Human Resources or equivalent qualification in related disciplines within the field of Human Resources at least at NQF Level 5 and have worked in labour recruitment. The Assessor must include both internal and external moderation of assessments.

Anyone assessing a learner or moderating the assessment of a learner against this qualification or its unit standards must be a registered assessor with the relevant accredited ETQA or an **ETQA** that has a Memorandum of Understanding with the relevant accredited ETQA.

NOTES

N/A

UNIT STANDARDS

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Core	10037	Take orders from customers to fulfil a need for goods and/or service	Level 4	10
Core	10978	Recruit and select candidates to fill defined positions	Level 4	10
Core	15235	Prepare and conduct staff selection interviews	Level 5	3
Core	10170	Demonstrate understanding of employment relations in an organisation	Level 3	3
Core	113915	Explain the application of the basic conditions of employment act in an employment contract	Level 3	2
Core	10014	Describe features, advantages and benefits of a range of products	Level 4	6
Core	10047	Close a deal with a customer	Level 5	5
Core	10011	Work as a member of a marketing team	Level 4	5
Core	242655	Demonstrate knowledge and application of ethical conduct in a business environment	Level 4	4
Core	13948	Negotiate an agreement or deal in an authentic work situation	Level 4	5
Core	8647	Apply workplace communication skills	Level 5	10
Core	123372	Use appropriate tools and information systems to manage own information and communication	Level 4	4
Core	242817	Solve problems, make decisions and implement solutions	Level 4	8
Core	10024	Liaise with a range of customers of a business	Level 4	4
Core	7836	Monitor customer satisfaction	Level 4	3
Elective	114591	Implement an action plan for business operations	Level 4	4
Elective	242811	Prioritise time and work for self and team	Level 4	5
Elective	10981	Supervise work unit to achieve work unit objectives (individuals and teams)	Level 4	12
Elective	117495	Assess legal contracts for business	Level 4	8
Elective	113850	Compile tender documents and contracts	Level 5	6
Elective	11286	Institute disciplinary action	Level 3	2
Elective	114932	Explain how to manage diversity in the workplace	Level 3	3
Elective	116720	Show understanding of diversity in the workplace	Level 3	3
Elective	120385	Apply a range of project management tools and techniques	Level 4	7
Elective	120372	Explain fundamentals of project management	Level 4	5
Elective	10980	Induct a new employee	Level 4	6
Elective	114594	Apply the principles of costing and pricing to a business venture	Level 4	6
Elective	10038	Conduct follow-up with customers to evaluate satisfaction levels	Level 4	14
Elective	242813	Explain the contribution made by own area of responsibility to the overall organisational strategy	Level 4	5
Elective	14667	Describe and apply the management functions of an organization	Level 4	10
Elective	10015	Identify customers of the business	Level 4	4
Elective	13915	Demonstrate knowledge and understanding of HIV/AIDS in a workplace, and its effects on a business sub-sector, own organisation and a specific workplace	Level 3	4

	ID	UNIT STANDARD TITLE	LEVEL	CREDITS
Elective	242869	Apply an understanding of the characteristics of the South African Labour Market	Level 5	8
Elective	10012	Meet marketing performance standards	Level 4	4
Elective	10021	Instil in myself a personal marketing culture	Level 4	4
Elective	242822	Employ a systematic approach to achieving objectives	Level 4	10
Fundamental	119469	Read/view, analyse and respond to a variety of texts	Level 4	5
Fundamental	119459	Write/present/sign for a wide range of contexts	Level 4	5
Fundamental	119471	Use language and communication in occupational learning programmes	Level 4	5
Fundamental	119462	Engage in sustained oral/signed communication and evaluate spoken/signed texts	Level 4	5
Fundamental	119457	Interpret and use information from texts	Level 3	5
Fundamental	119467	Use language and communication in occupational learning programmes	Level 3	5
Fundamental	119472	Accommodate audience and context needs in oral/signed communication	Level 3	5
Fundamental	119465	Write/present/sign texts for a range of communicative contexts	Level 3	5
Fundamental	9015	Apply knowledge of statistics and probability to critically interrogate and effectively communicate findings on life related problems	Level 4	6
Fundamental	9016	Represent, analyse and calculate shape and motion in 2- and 3-dimensional space in different contexts	Level 4	4
Fundamental	7468	Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues	Level 4	6