

ROLE OF PERSONNEL MANAGER AND HR MANAGER

Functions of Personnel Manager

- Counsellor
- Initiating Policies
- The Advisory Role
- The Link between the Employees and the Management
- Representative Role
- Decision-making Role
- Mediator Role
- Leadership Role
- Welfare Role
- Research Role

1. Counselor

Counseling is one of the main functions of personnel manager. As a counsellor, personnel manager discusses the problems with employees related to career, health, family, finance, social life and try to solve their problems and offer advice on how to overcome them.

2. Initiating Policies

Initiating policies is another main function of personnel manager. Initiating policies and formulating them are two important tasks of a personnel manager. He assists the senior management in creating policies pertaining to personnel management, salary administration, welfare activities, transfers, working environment, records, and appraisals.

3. The Advisory Role

In any organization, on a daily basis, line managers face a wide range of problems pertaining to personnel management. This is where a personnel manager steps in and offers advice on such matters since he is familiar with the laws and practices that surround human resources.

4. The Link between the Employees and the Management

Apart from personnel management, the personnel manager tries to maintain good industrial relation within the organization. So, he helps the trade unions in understanding the different policies of the organization. He also communicates the views and concerns of the union leaders to the senior management.

5. Representative Role

The personnel manager is also responsible to represent the company and communicate management policies which affect the people in the organization. This role is best-suited to him because he has a better overall picture of the company's operations.

6. Decision-making Role

He plays an important part in decision-making on human resources-related issues. He also formulates and designs policies and programs of personnel management.

7. Mediator Role

In case of a conflict between employees or groups of employees, a superior and a subordinate, or even the management and employees, the personnel manager plays the role of a mediator. His role is to ensure peace and harmony in the organization.

8. Leadership Role

He offers leadership and guidance to employees. Further, a personnel manager ensures effective communication in the organization and motivates employees to work towards achieving the organization's objectives.

9. Welfare Role

In most organizations, the personnel manager also acts as the welfare officer. Therefore, he ensures facilities and services like canteen, transport, hospitalization, and other employee welfare services are available to the workers.

10. Research Role

He maintains a record of all employees in the organization. He also researches various personnel areas like absenteeism, alcoholism, labor turnover, etc. Further, post-analysis, he recommends apt measures to help eradicate them to the senior management.

ROLES OF HR MANAGER

- 1. Recruiting and hiring** – It is a process of discovering sources of manpower and employing effective measures for attracting that manpower in adequate numbers to facilitate the selection of an efficient working force in an organization.
- 2. Training and development** – These processes help in enhancing and enabling the capacities of people to build their strengths and confidence in order for them to deliver more effectively.
- 3. Competency development** – Competency is a cluster of related knowledge, skills, and attitude that affect a major part of one's job. It can be improved by means of training and development.
- 4. Organization development** – It is an organization-wide effort to increase its effectiveness and viability, and move towards growth.
- 5. Communication** – It is an activity that involves conveying meaningful information. At all times, the HR must convey all relevant information to the employees.
- 6. Performance management** – It focuses on improving the performance of the organization, employees, and various other services.
- 7. Employee relations** – This is a concept that works towards bettering the relations among the employees, as well as between the employee and the management.
- 8. Coaching, mentoring, and counselling** – It is a practice of supporting an individual and helping him overcome all his issues in order to perform better.
- 9. Policy recommendation** – Policy recommendations help to streamline management practices and reduce employee grievances. For example, a manager who is more than 35 years and, who possesses a minimum experience of 7 years, is entitled to receive the benefits stated in the company's administrative manual.
- 10. Wages, salary, and compensation benefits** – These benefits are provided to the employees to keep them motivated towards their work and the organization.
- 11. Talent management and employee engagement** – It is a management concept that works towards retaining the talent by engaging the person in a way which would further the organization's interest.
- 12. Leadership development** – This activity refers to enhancing the quality and efficiency of a leader in an organization.

13. Team building – It focuses on bringing out the best in a team to ensure development of an organization, and the ability to work together closely to achieve goals.

14. Networking and partnering – It is also important to build relations with the external stakeholders, including the customers and suppliers for better business.

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