

Job Analysis

Author Note

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Introduction:

McDonald's is one of the renowned fast food chain of the world that was founded in 1940. Since the beginning the organization has successfully expanded its business wings in various parts of the world through its food quality and efficiency level of its service. Singapore has one of such countries where McDonald's authority has decided to put its mark. It has helped the central authority to achieve huge popularity and profit level, which has stimulated the holistic growth of the organization. Recently, McDonald's authority is looking for a branch manager for the Singapore branch of McDonald's (mcdonalds.com.sg. 2018).

The following article has concentrated job description and job design of branch manager. Therefore it has discussed about recruitment and selection strategies for branch manager and analyzed how to implement those strategies.

Job Analysis:**Job Description:**

Some roles and responsibilities need to be performed by the future branch managers of McDonald's Singapore. They are as follows:

- The manager needs to monitor the performance of every organizational member.
- The manager needs to maintain a performance graph of the organization and compare the performance level to move forward.
- The manager needs to identify the future risks and opportunities and evaluate it to design the organizational strategies accordingly.
- The manager needs to pay attention to the preference of consumers to build a loyal relationship with them.

- The manager needs to provide training session to the employees according to their requirement.
- The manager needs to make sure that there is a healthy flow of information within the organization and there is an interactive environment within the organization.
- The manger need to pay attention to the budgeting of the organization, as they must make sure that this branch is able to give desired profit margin to the company.
- The branch manager needs to pay attention to the issues and challenges of every employee of the organization.
- The manager needs to give constructive feedback to every subordinate to improve their performance level.

Job Specification:

In order to perform the previous roles and responsibilities, the branch manager needs to preserve some key skills and potential. They are as follows:

Education Qualification and Experience: The manager must have strong educational background. He or she must have MBA degree from a reputed university. Management trainees can also apply. The experienced applicants are most welcome.

Dedication: The most important trait that needs to be preserved by the manager is the high dedication towards the job.

Language Skill: As the manager will be functioning in Singapore branch, he or she must have knowledge about local languages, so they can deal with local consumers and employees. At the same time, the manager must be able to use English language proficiently, so they can communicate with headquarter of McDonald's.

Communication Skill: The manager must understand the role of communication in the organizational performance. He or she must be able to participate in effective communication with stakeholders of the organization and must have positive body language and facial expression while communicating with others to avoid misunderstanding and miscommunication.

Leadership Capability: The manager must have leadership capability to guide the entire towards the right direction.

Patience: The patience level of the manager must be high to identify every issue and evaluate them properly to reach to the root of every problem. On the other hand, the high patience level will be helpful to monitor the performance level of the employees.

Risk Taking Capacity: Being a leader of the organization, the manager must have ability to take risks and challenges, as they may face new challenges every day in the workplace.

Examples of Job Advertisements for Branch Manager:

Responsibilities & Duties

- Responsible for outlet operations and sales
- Lead a team of sales consultants, beauticians, therapists and customer service officers to provide professional consultation and services to our customer
- Proactively provide after sales support to maintain strong relationship
- Maintain high level of service standards and brand image
- Able to motivate and implement strategies to achieve performance sales target
- Experience in beauty industry will be an added advantage

Requirements

- Service oriented with a positive attitude
- Strong drive to excel in sales
- Customer-focused and possess strong communication and interpersonal skills
- Experience in beauty products / skin care sales will be an advantage
- Pleasant disposition and well-groomed

Fig: Job Advertisement for Branch Manager

Source: (recruit.net. 2018)



Fig: Job Advertisement for Branch Manager

Source: (jobstreet.com.sg. 2018)

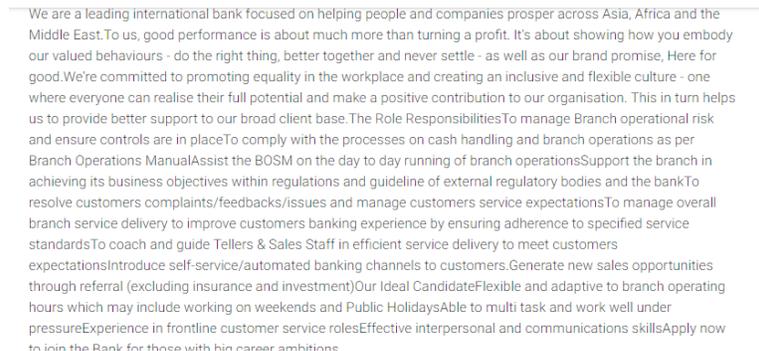


Fig: Job Advertisement for Branch Manager

Source: (recruit.net. 2018)

In the previous job advertisement examples the actions that need to be taken by the branch managers are not mentioned in details. On the other hand, in the previous examples, it was not mentioned that branch managers need to pay attention to the well-being and satisfaction level of the employees of the organization. Thus, it distinguishes McDonald's and its functions from other companies, as McDonald's pays prime attention to the well-being of the employees. They consider the employees as the key element of the organizational structure. Thus, it wants every branch manager to pay attention to the need and satisfaction level of the employees. On the

other hand, it can be hardly seen in the given job advertisements that organization allows its branch managers to work autonomously and manage the teams independently. McDonald's is a large chain, so it is not possible for the central authority to present everywhere at the same time. Thus, to allow the branches to respond to the quick changes of the market, it allows its branch managers to show their creativity and leadership skill within the branch. Thus, in this scenario, employees of the organization get the opportunity to sharpen their skills and enhance the abilities. Although the responsibilities and duties are almost same in the all the job advertisements, but McDonald's has paid great attention to the leadership skills and creativity of the employees (mcdonalds.com.sg. 2018). At the same time, being a multinational organization it has considered the language skill as an important part of job applicants, which is not applicable in the other job advertisements (Vickers, McDonald & Grimes, 2015).

Job Design:**Efficiency:**

- The branch manager will be offered handsome salary. As the responsibility is huge for the branch manager, the organization will appreciate all the efforts of the manager.
- The branch manager will get the opportunity to work independently and managing his or her own team. McDonald's authority prefers to allow their efficient employees to show their creativity and skills within the organization. Hence, it does not control the activity of the branch manager.
- The manager will be able to train their employees according to their preference and share feedback about the performance level of the employees directly to them, so they can shape the behavior of the team members according to their leadership style.

- The branch manager will get pick and drop facility, so they can focus mainly on their performance.

Motivation:

- The branch manager will get fixed Sunday off to get rid of the pressure of their work of whole week.
- The branch manager will be provided increment in every 12 months that will appreciate their hard work.
- The branch manager will get a holiday package for the entire family every year on the basis of the profit margin of the branch. This is a gift from the organization as a token of appreciation for all the hard work.
- For high quality performance of the employees of the branch, the managers will get special bonus in every six months, so managers can increase the team spirit among the employees.

Health and Safety:

- The branch manager will be able to raise their issues and challenges in front of the central authority and the authority will look after the issues. McDonald's consider their employees as an asset, so it pays attention to the every need of the employees.
- The managers will be provided life insurance coverage for the entire family (Parents, wife and kids). It will secure the future of the family of the employee along with the employee.
- The branch managers will get accommodation from the company, so they not face any difficulty to arrange their house in a new city or a new location.

Mental Capacity:

- For maintaining healthy relation with the consumers, manager will get loyalty bonus every year. It will appreciate the mental capacity of the employee.
- For better production of the company, branch manager will be awarded. It will show the respect of the organization towards the skills of its employees.

Recruitment Strategy and Its Implementation:

In order to recruit the branch managers some key strategies need to be implemented within the organizational structure:

- The management can organize the recruitment process in the renowned management colleges and management training centers. Through this process the organizational management will come across the best talents of the industry who will be able to perform the role of branch manager (Rabin, 2018).
- The organizational management must welcome online applications from the applicants, so the deserving candidates from various parts of the world can apply for the post. This will be helpful for the organizational management to find the most efficient branch manager for the organization. In order to implement this strategy, the technical team of the organization must pay attention to the every application for the post of branch manager and inform the authority about it. The recruitment and selection team will search for the best candidate among them (Rabin, 2018).
- For the foreigner applicants, the organization must conduct online interview process and for the local applicants, the team must schedule an interview in the office. The recruitment and selection team must take the responsibility to conduct the interview

process. However, for the final interview every employee including the foreigner employees need to visit the branch office of McDonald's (Pashayan et al., 2015).

- The organization must design the interview questions in an appropriate manner that will reflect the capabilities and skills of the interviewee (Sarker, 2017). Interview questions must be related to the duties and responsibilities of branch manager along with the personal details.
- The organizational management must provide a clear idea to the applicants about their future roles and responsibilities in the organization during the interview session. They must help them to understand why branch manager is mainly responsible for the performance quality of a branch.
- In order to find the best candidates of the industry, the organization must seek the help from various renowned recruitment companies, such as- Monster. Com, Indeed, Naukri.com and so on. They can collaborate with them to find the best applicants for them.
- The organization must take both verbal and practical exam of the applicants. The verbal interview will provide a clear idea to the interviewer about the confidence level and dedication level of the interviewee. The practical exam will provide a clear idea to the organizational management that whether the applicant will be able to deal with the real world challenges. In practical exam, applicants must be put in some difficult situation where they will be responsible to manage the situation. As McDonald's is a fast food multinational organization, the interviewers must focus on cross-cultural communication skills and problem solving capacity of interviewees during practical exam.

- The organizational management must provide a clear idea to the interviewees about the interview process and the levels of interview at the beginning to avoid any kind of misunderstanding in the future.

Implementation Process:

- In order to implement the previously mentioned strategies in an appropriate manner, the organizational management must create a powerful team for recruitment and selection process of the organization. This team will be responsible for finding the best candidates for the organization and conducting interview among them to choose the deserving one (Rabin, 2018).
- The organizational management must strengthen the technical infrastructure of the organization to conduct online interview or to gather the online applications from various corners of the world (Sarker, 2017).
- The organizational management must describe the criteria of the suitable applicant to the recruitment team of the organization, so they can find the best candidate for the organization (Pashayan et al., 2015).
- In order to conduct interview in the MBA colleges or training centers, the organizational management must maintain a healthy and interactive relations with the college authority.
- The organizational management must collaborate with the job portals on the basis of the legal contact where all the terms and conditions will be mentioned properly. It will be helpful for the organization to avoid any kind of misunderstanding in future.
- Interview board must consist of such people that are aware of the motive and objective of the organization. It will help them to find the best employee for the organization (Vickers, McDonald & Grimes, 2015).

- The organizational management can declare the token of appreciation for the recruitment team for finding the best candidate for the organization. It will increase their dedication towards the role and it will motivate them to follow the recruitment strategies of the organization in an appropriate manner (Mondal, 2016).

Selection Strategy and Its Implementation:

For selecting the best branch manger by the interview process, the organizational management can incorporate some key strategies within the organizational rulebook. They are as follows:

- After conducting the interview session, the recruitment and selection team must compare the score of the verbal interview with the score of practical exam. This will be helpful for the organization to reach to the final destination (Sarker, 2017).
- After selecting the best candidate for the post of branch manager, the organizational management must discuss with them about the rules and regulations of the organization properly to avoid any kind of miscommunication.
- The organizational management must give training session to the candidates to introduce them with the working style and technique of the organization. They must discuss the business model of the organization with them. It will be helpful for the employee to adopt the techniques and strategies of the organization (Rabin, 2018).
- The organizational management must provide sometime to the employee to get the release letter from the previous workplace.
- The organizational management must inform the foreigner employee before the final joining date about their selection, so the applicants can arrange visa and manage other areas for moving in to Singapore (Rabin, 2018).

- The organizational management must offer a vivid picture to the employee about the do's and don'ts of the organization and the punishments that can be faced by them for breaching rules of the organization. It will help the applicants to understand how they need to shape their behavior while working in the organization and in which area they need to pay attention (Vickers, McDonald & Grimes, 2015).
- The organizational management must provide offer letter to the employees on the day of final HR round where the job role and responsibilities will be mentioned. Once the employees will get convinced to join, the organizational management must provide joining letter to them with the contract paper and proper mention of salary (Sarker, 2017).

Implementation Process:

- In order to implement the strategies in an appropriate manner, the organizational management must discuss the strategies in an appropriate manner with the members of recruitment and selection team, so they can act accordingly (Mondal, 2016).
- The authority must hire loyal and impartial member in the selection board, who will be able to judge the result of the interview of the applicants without any biasness (Vickers, McDonald & Grimes, 2015).
- The organizational management must design a proper contract for the employees where every rules and regulations of the organization will be mentioned properly, so the newly hired branch manager can understand it (Vickers, McDonald & Grimes, 2015).

Conclusion:

As per the previous discussion, it can be noted that the organizational leaders of McDonald's will be able to find the best applicants on the basis of the job advertisement that is

mentioned earlier. Therefore, by following the previously mentioned strategies, the organizational management of McDonald's will be able to find the best branch manager for Singapore branch, who will take care of the organization on the behalf of the central authority.

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