

Abstract

The thesis includes three theoretical chapters that deal with the tools and methods of personnel marketing, which are mainly used in the processes of recruitment and stabilization of employees; the tools of marketing mix in personnel management and current trends in this area, the job position of a recruiter in the IT sector is characterized and specifics and the required competencies that are required for the effective performance of this position according to the NSP database. The thesis also includes quantitative empirical research which aims to analyse external personnel marketing tools in IT organisations. The investigation was conducted in the form of a questionnaire and involved a total of 53 respondents who are employees of the HR department in IT organizations in the Czech Republic and within their position are responsible for HR marketing, recruitment or other HR activities.

Key Words

personnel marketing, external personnel marketing, recruitment process, employee selection, technology-oriented companies, IT employees