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MARKETING COMMUNICATIONS IN THE SYSTEM OF RECRUITMENT AND RETENTION OF PERSONNEL AT AGRICULTURAL ENTERPRISES

The article examines the role of marketing communications in the system of attracting and retaining personnel at agricultural enterprises. The necessity of using modern communication tools to build a positive employer image, enhance workforce attractiveness, and ensure the stability of human resources potential is substantiated. The study identifies the specific features of applying marketing communications in recruitment and employee retention processes under conditions of economic digitalization, martial law, and the growing labor shortage in the agricultural sector. Contemporary approaches to personnel marketing are analyzed, emphasizing the perception of employees as internal customers and the development of long-term mutually beneficial relationships between employers and staff.

The main marketing communication tools used by agricultural enterprises to attract employees are examined, including corporate websites, social media platforms, specialized job search portals, cooperation with educational institutions, internship programs, and job fairs. The importance of employer branding as a key factor in increasing an enterprise's competitiveness in the labor market is highlighted. The role of internal communications in fostering organizational loyalty, enhancing employee motivation, and reducing staff turnover is also revealed.

The study proposes the most effective types of marketing communications for agricultural enterprises operating under martial law and labor shortages, including digital HR marketing, partnerships with educational institutions, referral programs, occupational safety communications, internal marketing, social support communications, and feedback mechanisms. An integrated system of personnel marketing communications for agricultural enterprises is developed, combining information and recruitment communications, safety communications, motivational and loyalty communications, and development-oriented communications. Particular attention is paid to the need for improving employees' digital competencies, strengthening internal communications, and implementing modern digital interaction tools. Prospects for further research include the development of methodological approaches to assessing the effectiveness of marketing communications within the personnel management system of agricultural enterprises.

Keywords: personnel marketing, marketing communications, HR management, agricultural enterprises, employer brand, human resources potential.