



TALENT MARKETING PROGRAM FOR HR DEPARTMENTS

MODULE III – EXTERNAL BRANDING

TRAINING DESCRIPTION:

This training is designed to address challenges faced by HR departments in developed economies. Today's HR departments are experiencing a talent gap that is leading to a talent war for the most sought after profiles. A firm's ability to attract and retain the best talent has become a key source of competitive advantage but also requires a new set of tools. Instructors will train your company through processes that will enable you to market your firm to current and future talent.

TRAINING OBJECTIVE:

The Talent Marketing Program is designed to improve internal and external brands; increase employee retention and morale; strengthen talent attractiveness; improve online reviews; and facilitate onboarding/termination. This training will focus on ensuring that the company's talent is promoted externally for both the company's and employees' benefits.

SKILL ATTAINMENT:

Participants will gain proficiency in developing and employing tools and methods that present your company in a positive light, to ensure your company's attractiveness to potential candidates.

TRAINING CONTENT:

Training provided includes methods to project your company's culture, career opportunities, and employee contributions:

- Developing a corporate talent microsite
- Building a LinkedIn company profile
- Developing a LinkedIn personal profiles guide
- Creating a Glassdoor company profile
- Producing a Glassdoor engagement plan
- Learning and utilizing Social Media guidelines/tips
- Developing and utilizing a paid media campaign
- Setting up online monitoring tools

*The specific training objects offered may vary based upon the strategic needs of the company.

