



TALENT MARKETING PROGRAM FOR HR DEPARTMENTS

MODULE IV - RECRUITING

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 your company builds a reputation that can attract the right talent as soon as the need arises.

SKILL ATTAINMENT:

Participants will gain proficiency in developing and employing tools and methods that clearly project the many benefits of employment with your company.

TRAINING CONTENT:

Training provided includes:

- Developing a talent microsite
- Creating "A Day in a Life" employee profiles
- Producing video testimonials per position
- Developing and utilizing an employee referral program
- Creating and utilizing automated email templates
- Developing and utilizing a talent list-building process
- Setting up and conducting a networking series
- Developing and utilizing social media campaigns

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