

€ TRAINING

Digital Recruitment and Acquisition





Digital Recruitment and Acquisition

Introduction:

This training program provides comprehensive instruction and practical skills for navigating modern recruitment processes in the digital age. It equips participants with the tools and strategies needed to effectively recruit, assess, and engage candidates in the digital realm.

Program Objectives:

At the end of this program, participants will be able to:

- Understand the fundamentals of digital recruitment and acquisition.
- Implement effective strategies for sourcing and attracting top talent online.
- Utilize various digital platforms and tools for candidate engagement and assessment.
- Analyze recruitment data to optimize processes and improve results.
- Develop innovative approaches to enhance the overall recruitment and acquisition experience for both candidates and employers.

Targeted Audience:

- HR professionals.
- Recruiters.
- Talent acquisition specialists.

Program Outlines:

Unit 1:

Introduction to Digital Recruitment and Acquisition:

- Understanding the evolution of recruitment in the digital age.
- Exploring the benefits and challenges of digital recruitment and acquisition strategies.
- Learning about key digital platforms and technologies used in talent acquisition.
- Identifying the role of data analytics and artificial intelligence in optimizing recruitment processes.



- Setting the foundation for developing effective digital recruitment strategies aligned with organizational goals.

Unit 2:

Digital Talent Sourcing Techniques:

- Exploring advanced techniques for sourcing talent through digital channels.
- Learning how to leverage social media platforms, professional networks, and online job boards for talent acquisition.
- Understanding the importance of employer branding and online presence in attracting top talent.
- Mastering Boolean search techniques and other advanced search methods for candidate identification.
- Practicing effective outreach and engagement strategies to attract passive candidates.

Unit 3:

Candidate Assessment and Screening in the Digital Age:

- Understanding best practices for assessing and screening candidates in digital recruitment processes.
- Learning how to design and implement online assessments, tests, and simulations.
- Exploring techniques for conducting video interviews and virtual assessments.
- Understanding the role of data-driven decision-making in candidate evaluation.
- Practicing objective and bias-free candidate screening techniques to ensure fair and inclusive recruitment processes.

Unit 4:

Digital Employer Branding and Candidate Experience:

- Developing strategies to enhance employer branding and candidate experience in the digital realm.
- Understanding how to create compelling employer branding content for digital channels.
- Leveraging employee advocacy and testimonials to amplify employer brand messaging.
- Optimizing the candidate journey through personalized and user-friendly digital experiences.
- Implementing feedback mechanisms and analytics tools to measure and improve candidate satisfaction.

Unit 5:



Metrics and Analytics for Digital Recruitment Success:

- Identifying key metrics and KPIs for measuring digital recruitment performance.
- Learning how to analyze recruitment data to identify trends, insights, and areas for improvement.
- Understanding the role of predictive analytics in forecasting talent needs and optimizing recruitment strategies.
- Leveraging data visualization tools and dashboards to communicate recruitment insights effectively.
- Developing strategies for continuous improvement based on data-driven insights and performance analysis.