

Recruiting Talent in Today's Market

(Formerly Recruiting in a High Demand Market)

Attracting and hiring the best candidates is critical to your organization's success. This session will show you how to optimize your recruiting efforts by following a proven process and best practices in the field. Leveraging technology tools, job boards, and your employer brand are essential areas of focus to attract top talent and spotlight your unique culture in a compelling way to candidates. Make sure candidates have a positive experience with your recruiting process, and turn those candidates into top recruits for your organization.



CEUs:
0.6 (6 hours)

HRCI Credits:
6 HR (General)

SHRM:
6 PDCs

Learning Objectives:

- Examine practical tips to ensure candidates have a positive experience with your recruiting and hiring process.
- Discover how to promote a strong employer brand through your employer profile.
- Analyze candidate selection criteria to fit your organization's culture and needs.
- Write compelling job postings to attract diverse candidates.

Learning Options:

- Classroom training
- At your location

Who Should Attend:

- HR professionals, HR managers and recruiters with 0–2 years of recruiting experience.

Learn. Grow. Succeed.

Delivery options include learning at MRA, at your location, or online. Contact MRA to explore how this program may be customized to your unique individual and team training needs.



www.mranet.org

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MRA
Where HR Means Business.

Course Outline

- **Discuss recruitment and marketing strategies and tactics**
- **Identify the key components of employer branding**
 - ◆ Including mastering your digital identity, finding your employer brand, and articulating an employee value proposition
- **Prioritize a compelling, attractive candidate experience**
 - ◆ From building interest with candidates at the application stage to effective interviewing to productive onboarding
- **Develop applicant tracking systems best practices**
- **Source candidates using top tools and job board options**
 - ◆ Find the right options for your organization
- **Practice writing effective job postings and descriptions**
 - ◆ Discover the characteristics of a great posting
 - ◆ Screen candidates using questions based on the qualifications and experience you are searching for

“ I can apply new recruitment tactics and skills and improve on what we already have in place. This was a great class! I’m very glad I was able to take it, and the takeaways will help me better myself professionally. ”



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