

# Recruiting Essentials

To be a successful recruiter, think like a marketer! What are you doing to make your organization attractive to job seekers, so they choose you? Leveraging your employer brand, technology tools, and job boards are essential to attract diverse talent and spotlight your unique culture in a compelling way. In this session, you will understand how to optimize your recruiting efforts by following a proven process and best practices, leveraging job postings that impress and inspire, and turning candidates into top recruits for your organization.



**CEUs:**  
0.3 (3 hours)

**HRCI Credits:**  
3.25 HR (General)

**SHRM:**  
3.25 PDCs

## Learning Objectives:

- Promote a strong employer brand through your employer value proposition and profile.
- Analyze candidate selection criteria and source diverse candidates to fit your organization's culture and needs.
- Write compelling job postings.
- Utilize technology to meet your hiring needs.
- Ensure candidates have a positive experience with your recruiting and hiring process.

## Learning Options:

- Classroom training
- Live Online
- At your location

## Who Should Attend:

- Recruiters with 0-2 years of recruiting experience
- HR professionals and HR managers who are new to recruiting or seeking a refresher.

## 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](http://www.mranet.org)

800.488.4845

WISCONSIN  
262.523.9090

MINNESOTA  
763.253.9100

ILLINOIS  
847.963.9860

IOWA/WESTERN ILLINOIS  
309.764.8354



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# Course Outline

- **Discuss recruitment and marketing strategies and tactics**
  - ◆ Review the recruiting process and the role of the recruiter in today's market
- **Identify the key components of employer branding**
  - ◆ Includes finding your employer brand and articulating an employee value proposition
- **Define your ideal candidate profile and source candidates, using top tools and job board options**
- **Practice writing effective job postings**
  - ◆ Focus on compelling, unbiased language and best practices
- **Review common recruiting metrics**
- **Leverage technology to optimize your recruiting efforts and meet your organization's needs**
- **Prioritize a positive candidate experience**

“ 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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