Strategic Employer Branding for Top Talent Attraction Training Course



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LONDON

5900 € (Per Person)

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Course Introduction / Overview:

In today's highly competitive, candidate-driven market, attracting and retaining top talent has become a critical business imperative. A strong employer brand is no longer a luxury but a fundamental component of a successful talent acquisition strategy. This comprehensive course is designed to equip participants with the knowledge and skills to build, manage, and promote a compelling employer brand that resonates with ideal candidates. We will move beyond superficial recruitment marketing tactics to explore the core of what makes an organization a desirable place to work. Drawing on principles from experts like Libby Sartain, co-author of "Brand from the Inside," this program emphasizes the importance of aligning your internal culture and Employee Value Proposition (EVP) with your external messaging. Participants will learn to craft an authentic narrative that showcases their unique company culture and values. At BIG BEN Training Center, we provide a holistic framework for developing a data-driven employer branding strategy that not only attracts high-caliber professionals but also improves employee engagement and retention, ultimately driving organizational success. This course is your complete guide to transforming your organization into a talent magnet.

Target Audience / This training course is suitable for:

- Human Resources Managers and Directors.
- Talent Acquisition Specialists and Managers.
- Recruiters and Sourcing Professionals.
- Marketing and Communications Managers.
- Corporate Branding and Public Relations Professionals.
- Hiring Managers and Department Heads.
- Small Business Owners and Entrepreneurs.
- Organizational Development Practitioners.

Target Sectors and Industries:

- Information Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Engineering and Manufacturing.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Telecommunications.
- Governmental agencies and public sector organizations.
- Hospitality and Tourism.

Target Organizations Departments:

- Human Resources.
- Talent Acquisition and Recruitment.
- Marketing and Brand Management.
- Corporate Communications and Public Relations.
- Executive Leadership and Strategy.
- Internal Communications.
- Operations Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive and strategic employer branding roadmap.
- Define and articulate a compelling and authentic Employee Value Proposition (EVP).
- Conduct a thorough audit of their current employer brand perception.
- Create targeted candidate personas to guide talent attraction efforts.
- Implement multi-channel recruitment marketing and content strategies.
- Leverage social media and digital platforms to enhance employer reputation.
- Design an exceptional candidate experience from first contact to onboarding.
- Establish and manage a successful employee advocacy program.
- Measure the ROI and key performance indicators of employer branding initiatives.
- Manage the organization's online reputation on employer review sites.
- Align employer branding efforts with overall business objectives and company culture.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe in learning by doing, moving beyond theoretical lectures to a hands-on, workshop-style environment. The course will feature in-depth case studies of organizations with world-class employer brands, allowing for critical analysis of their strategies and outcomes. Participants will engage in collaborative group exercises, such as developing a foundational Employee Value Proposition (EVP) for a sample company and mapping the ideal candidate journey. Interactive sessions, facilitated discussions, and brainstorming activities will encourage the sharing of diverse perspectives and experiences. Role-playing scenarios will be used to practice key skills, such as communicating the employer brand during interviews. Continuous feedback from the instructor and peers is a core component of the learning process. This immersive approach ensures a deep understanding of employer branding principles and equips participants with the confidence and tools to implement effective strategies within their own organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Modern Employer Branding

- Introduction to employer branding and talent attraction.
- The strategic importance of a strong employer brand in a competitive market.
- Differentiating between the corporate brand, consumer brand, and employer brand.
- Understanding the core components of the Employee Value Proposition (EVP).
- Analyzing the modern candidate's journey and expectations.
- The direct link between employer brand, employee engagement, and retention.
- Exploring the financial and cultural ROI of employer branding investments.

Unit Two: Developing Your Employer Branding Strategy

- Conducting a comprehensive internal and external employer brand audit.
- Techniques for analyzing competitor employer branding strategies.
- Creating detailed and insightful target candidate personas.
- A step-by-step guide to crafting an authentic and compelling EVP.
- Aligning your EVP with corporate values, mission, and business goals.
- Building a strategic roadmap for your employer branding initiatives.
- Gaining executive buy-in and fostering cross-departmental collaboration.

Unit Three: Activating and Communicating Your Employer Brand

- Developing a content strategy for recruitment marketing.
- Leveraging social media platforms like LinkedIn for talent attraction.
- Optimizing your careers website for a superior user experience.
- Building and launching a powerful employee advocacy and referral program.
- The art of corporate storytelling to showcase your unique culture.
- Managing integrated recruitment advertising campaigns.
- Utilizing video, testimonials, and visual media to bring your brand to life.

Unit Four: Mastering the Candidate Experience

- Mapping the entire candidate journey to identify key touchpoints and pain points.
- Designing a seamless, user-friendly, and respectful application process.
- Training hiring managers to be effective brand ambassadors during interviews.
- Implementing effective communication strategies to keep candidates engaged.
- The critical role of the onboarding process in reinforcing the employer brand.
- Methods for systematically gathering and acting upon candidate feedback.
- Leveraging technology to personalize the recruitment experience at scale.

Unit Five: Measurement, Management, and Future Trends

- Defining key performance indicators (KPIs) to measure success.
- Tools and techniques for tracking employer brand sentiment and awareness.
- Calculating the return on investment (ROI) of your branding efforts.
- Proactively managing your online reputation on Glassdoor and other review sites.
- Using data analytics to continuously optimize your talent attraction funnel.
- Exploring future trends, including AI and personalization in recruitment.
- Creating a sustainable framework for long-term employer brand management.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of remote work and global talent pools, how can a company maintain an authentic and consistent employer brand across diverse cultures and geographies?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a deeply strategic and holistic framework, moving far beyond the tactical aspects of recruitment marketing. While other programs may focus on isolated activities like social media posting, this training course emphasizes the foundational work of building an authentic employer brand from the inside out. We focus on the critical alignment between internal company culture, a clearly defined Employee Value Proposition (EVP), and all external messaging. A significant differentiator is our rigorous focus on measurement and analytics. Participants will not only learn how to create compelling campaigns but also how to prove their value by calculating the return on investment (ROI) and tracking meaningful KPIs, a skill essential for gaining leadership support. The curriculum is built around practical application, featuring extensive use of real-world case studies, interactive workshops for EVP development, and journey mapping exercises. This ensures that learning is not merely theoretical but immediately transferable to the participant's own organizational context. The course provides a comprehensive, data-driven, and business-focused approach to transforming an organization into a top destination for talent.