Strategic Talent Acquisition and Employer Branding Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #HR6527_289381

Course Introduction / Overview:

In today's fiercely competitive landscape, attracting and retaining top talent has evolved from a simple HR function into a core strategic imperative. This course addresses the critical intersection of strategic talent acquisition and employer branding, providing a comprehensive framework for building a sustainable talent pipeline. Moving beyond traditional recruitment tactics, we explore how to proactively shape your organization's reputation as an employer of choice. Drawing on principles discussed by thought leaders like Kevin Wheeler, we delve into creating a magnetic employer brand that resonates with ideal candidates. This program, offered by BIG BEN Training Center, is designed to equip participants with the skills to not only find the right people but also to create an ecosystem where they are eager to join and contribute. We will examine concepts from influential works such as "Talent Magnetism" to understand the psychological drivers behind candidate attraction and engagement. Participants will learn to integrate data analytics, marketing principles, and human-centric design to architect a world-class talent acquisition function that drives business success and long-term growth. This is a holistic journey from strategic workforce planning to crafting an unforgettable candidate experience.

Target Audience / This training course is suitable for:

- Talent Acquisition Specialists and Managers.
- Human Resources Managers and Directors.
- Recruitment Consultants and Coordinators.
- HR Business Partners.
- Hiring Managers and Team Leaders.
- Marketing and Communications professionals involved in employer branding.
- Organizational Development Professionals.

Target Sectors and Industries:

- Technology and Information Technology.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Engineering and Manufacturing.
- Government agencies and public sector organizations.
- Telecommunications and Media.

Target Organizations Departments:

- Human Resources.
- Talent Acquisition and Recruitment.
- Marketing and Corporate Communications.
- Department Heads and Senior Management.
- Strategic Planning.
- Operations Departments with high-volume hiring needs.

Course Offerings:

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

- Develop a proactive and strategic talent acquisition plan aligned with business objectives.
- Define and articulate a compelling Employee Value Proposition (EVP).
- Implement effective employer branding strategies across multiple channels.
- Master modern sourcing techniques including social recruiting and talent pooling.
- Design and manage an exceptional end-to-end candidate experience.
- Utilize recruitment analytics and key performance indicators to measure success.
- Conduct effective behavioral and competency-based interviews.
- Build and nurture a robust talent pipeline for future hiring needs.
- Leverage technology to optimize the recruitment lifecycle.
- Champion diversity and inclusion initiatives within hiring practices.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course moves beyond lectures, immersing participants in a dynamic learning environment. Sessions will feature a blend of expert-led presentations, in-depth case study analyses of successful employer branding campaigns, and collaborative group discussions on real-world recruitment challenges. Participants will engage in hands-on workshops to develop components of an Employee Value Proposition and craft recruitment marketing content. Role-playing exercises will be used to simulate challenging interview scenarios, providing a safe space to practice new skills and receive constructive feedback from peers and the instructor. The program emphasizes a problem-solving approach, encouraging participants to bring their own organizational challenges to the table for collective brainstorming and strategic planning. This action-oriented methodology ensures that participants leave not just with new knowledge, but with the confidence and practical tools to implement transformative talent acquisition strategies within their organizations.

Course Agenda (Course Units):

Unit One The Foundations of Strategic Talent Acquisition

- The evolution from reactive recruiting to strategic talent acquisition.
- Aligning talent strategy with overall business goals and objectives.
- Conducting a comprehensive workforce planning and talent gap analysis.
- Understanding the key components of a modern talent acquisition framework.
- The financial and cultural impact of a strategic hiring function.
- Defining the roles and responsibilities within a high-performing recruitment team.
- Legal and ethical considerations in talent acquisition.

Unit Two Building a Powerful Employer Brand and EVP

- Defining Employer Branding versus corporate branding.
- The core elements of a compelling Employee Value Proposition (EVP).
- Conducting internal and external research to develop your EVP.
- Crafting authentic brand messaging and storytelling.
- Activating your employer brand across the entire employee lifecycle.
- Leveraging employees as brand ambassadors and advocates.
- Measuring the return on investment of employer branding initiatives.

Unit Three Modern Sourcing and Candidate Attraction Strategies

- Developing a multi-channel sourcing strategy.
- Advanced Boolean search techniques and talent mapping.
- Leveraging social media platforms for recruitment marketing.
- Building and engaging with proactive talent pipelines and communities.
- Content marketing strategies for attracting passive candidates.
- Implementing and managing an effective employee referral program.
- Exploring niche job boards and unconventional sourcing channels.

Unit Four Optimizing the Candidate Experience and Selection Process

- Mapping the end-to-end candidate journey.
- Creating clear, compelling, and inclusive job descriptions.
- Best practices for application and screening processes.
- Mastering behavioral and competency-based interviewing techniques.
- Reducing bias in the selection and decision-making process.
- Communicating effectively with candidates at every stage.
- Managing the offer, pre-boarding, and onboarding process for maximum impact.

Unit Five Data-Driven Recruitment and Future Trends

- Identifying key talent acquisition metrics and KPIs.
- Utilizing data to tell a story and influence stakeholders.
- Implementing and optimizing an Applicant Tracking System (ATS).
- An introduction to AI and automation in recruitment.
- Predictive analytics for forecasting hiring needs and success.
- The future of work and its impact on talent acquisition.
- Developing a personal action plan for continuous improvement.

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 increasing automation and AI in recruitment, how can organizations maintain the human element to build authentic connections and a truly compelling employer brand?

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

This course distinguishes itself by offering a deeply integrated and strategic perspective that holistically combines the science of talent acquisition with the art of employer branding. Unlike programs that treat these as separate functions, we focus on their symbiotic relationship, demonstrating how a powerful brand directly fuels a sustainable talent pipeline. The curriculum is built on a foundation of practical application rather than abstract theory. Participants will not just learn about the Employee Value Proposition; they will engage in workshops to begin drafting one. They will not just hear about the candidate experience; they will map the journey and identify critical touchpoints for improvement. BIG BEN Training Center ensures the content is forward-looking, preparing professionals not just for today's challenges but for emerging trends like AI in recruitment and predictive analytics. The emphasis is on developing strategic thinking and analytical skills, empowering participants to design and implement bespoke talent solutions that provide a genuine competitive advantage, rather than simply learning to operate a set of tools or platforms.