

Course No. 2058

Employer Branding & Recruitment Marketing Training Course

TALENT ACQUISITION & RECRUITMENT
HUMAN RESOURCES & TALENT MANAGEMENT

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Employer Branding & Recruitment Marketing Training Course provides a strategic and practical framework for building a strong employer brand and developing recruitment marketing strategies that attract qualified talent. The programme explores how organizations can communicate their employee value proposition, workplace culture, career opportunities, and organizational identity in ways that strengthen talent attraction and support long-term workforce objectives.

Employer branding has become an important component of modern talent acquisition, particularly in competitive labor markets where skilled professionals evaluate organizations based on more than compensation and job titles. This course examines how employer brand strategy connects with recruitment objectives, candidate expectations, employee experience, organizational culture, and workforce planning. Participants will learn how to establish a consistent employer identity across recruitment channels and candidate touchpoints.

The programme also focuses on recruitment marketing, including audience segmentation, candidate personas, recruitment campaigns, digital channels, career websites, social media, professional networks, content strategy, employee advocacy, and candidate engagement. Participants will learn how to create relevant recruitment messaging for different talent segments and align communication with specific hiring priorities, organizational values, and workforce requirements.

Through practical exercises, case studies, campaign planning activities, and employer brand assessments, participants will develop the ability to measure recruitment marketing performance and improve talent attraction initiatives. The course addresses employer brand reputation, candidate experience, recruitment analytics, communication consistency, stakeholder alignment, and continuous improvement, enabling HR and talent acquisition teams to build structured approaches to attracting and engaging qualified candidates.

Objectives

- Analyze the strategic role of employer branding in talent acquisition, workforce planning, and organizational performance.
- Assess the current employer brand position, reputation, candidate perception, and communication consistency of an organization.

- Develop a clear employee value proposition aligned with organizational culture, workforce priorities, and candidate expectations.
- Identify and segment priority talent audiences according to roles, skills, experience, locations, and recruitment requirements.
- Design candidate personas and recruitment messaging tailored to specific talent segments.
- Apply recruitment marketing principles across digital, social media, professional networking, career websites, and other relevant channels.
- Develop employer brand content that communicates organizational culture, career opportunities, employee experience, and organizational values.
- Design recruitment marketing campaigns with defined objectives, target audiences, communication channels, timelines, and performance measures.
- Strengthen candidate engagement throughout key recruitment touchpoints and improve the consistency of the candidate experience.
- Evaluate recruitment marketing performance using relevant talent attraction and engagement indicators.
- Implement employee advocacy and internal stakeholder participation to strengthen authentic employer brand communication.
- Develop an integrated employer branding and recruitment marketing action plan for organizational implementation.

Who Should Attend

This course is designed for HR Managers, Human Resources Specialists, Talent Acquisition Managers, Recruitment Managers, Employer Branding Specialists, Recruitment Marketing Professionals, Talent Management Specialists, HR Business Partners, Organizational Development Professionals, and HR Communications Specialists responsible for attracting, engaging, and retaining talent.

It is also suitable for Marketing Managers, Digital Marketing Specialists, Corporate Communications Professionals, Social Media Managers, Employee Experience Professionals, Recruitment Leaders, HR Directors, Talent Strategy Leaders, and executives involved in workforce and talent decisions. The programme is particularly relevant to organizations seeking to strengthen talent attraction, recruitment communication, candidate experience, employer reputation, and workforce competitiveness across government entities, ministries, banks, financial institutions, oil and gas organizations, technology companies, healthcare organizations, manufacturing businesses,

telecommunications companies, and large corporations.

Learning Outcomes

- Explain the relationship between employer branding, recruitment marketing, talent acquisition, and employee experience.
- Assess an organization's employer brand and identify opportunities for improvement.
- Define an employee value proposition that reflects organizational culture and employment priorities.
- Develop candidate personas for priority recruitment audiences.
- Create targeted recruitment messaging for different professional and talent segments.
- Select appropriate recruitment marketing channels based on candidate behavior and hiring objectives.
- Develop employer brand content for career websites, social media, professional networks, and recruitment campaigns.
- Design structured recruitment marketing campaigns with clear objectives, audiences, timelines, and communication activities.
- Improve candidate engagement across recruitment communication and candidate journey touchpoints.
- Establish practical measures for evaluating employer brand awareness, candidate engagement, and recruitment campaign effectiveness.
- Develop employee advocacy approaches that support authentic employer brand communication.
- Prepare an actionable employer branding and recruitment marketing plan aligned with organizational workforce requirements.

Course Outline

DAY 01

Employer Branding Strategy, Positioning & Employee Value Proposition

- Fundamentals and strategic importance of employer branding
- Employer brand architecture and organizational positioning
- Relationship between employer brand, corporate brand, and organizational culture

DAY 01 — CONTINUED

- Understanding candidate expectations and talent market dynamics
- Employee experience and its influence on employer reputation
- Employer brand perception among current and prospective employees
- Employee Value Proposition development and positioning
- Employer brand assessment and identification of communication gaps
- Stakeholder roles in building and maintaining employer brand consistency

PRACTICAL APPLICATION

Conducting an employer brand assessment and developing an initial Employee Value Proposition framework

DAY 02

Talent Audiences, Candidate Personas & Recruitment Marketing Strategy

- Principles of recruitment marketing and talent attraction
- Identifying priority talent segments and recruitment audiences
- Candidate segmentation by skills, roles, experience, location, and career interests
- Developing candidate personas for critical workforce requirements
- Understanding candidate motivations, expectations, and decision factors
- Candidate journey mapping and recruitment touchpoints
- Recruitment messaging strategy and audience-specific communication
- Employer brand storytelling and authentic organizational narratives
- Recruitment marketing channel selection and communication planning

PRACTICAL APPLICATION

Developing candidate personas and recruitment messaging for priority talent segments

DAY 03

Employer Brand Content, Digital Channels & Candidate Engagement

- Employer brand content strategy and editorial planning
- Career website and recruitment landing page content
- Social media and professional networking channels for talent attraction
- Employee stories, testimonials, workplace experiences, and organizational storytelling
- Recruitment videos and visual employer brand communication
- Job advertisements and employer brand messaging
- Search visibility and discoverability of recruitment content
- Employee advocacy and internal content participation
- Candidate communication across recruitment stages

PRACTICAL APPLICATION

Developing an employer brand content plan and recruitment campaign communication assets

DAY 04

Recruitment Marketing Campaigns, Candidate Experience & Analytics

- Recruitment campaign planning and campaign objectives
- Campaign audience targeting and channel selection
- Recruitment advertising and digital campaign principles
- Candidate engagement and conversion throughout the recruitment journey
- Candidate experience measurement and improvement
- Recruitment marketing performance indicators
- Measuring campaign reach, engagement, applications, and candidate quality
- Recruitment funnel analysis and identification of communication gaps
- Recruitment analytics and data-driven campaign optimization

DAY 04 — CONTINUED

PRACTICAL APPLICATION

Designing a recruitment marketing campaign with defined audiences, channels, messages, timelines, and performance indicators

DAY 05

Employer Brand Governance, Reputation Management & Strategic Implementation

- Employer brand governance and communication standards
- Managing employer reputation across candidate and employee touchpoints
- Aligning HR, recruitment, marketing, and corporate communications
- Employee advocacy and leadership participation in employer branding
- Managing employer brand consistency across recruitment channels
- Recruitment marketing performance reporting and management dashboards
- Continuous improvement of employer brand and talent attraction strategies
- Integrating employer branding with long-term talent acquisition and workforce strategy
- Developing an employer branding and recruitment marketing implementation roadmap

FINAL WORKSHOP

Developing a comprehensive Employer Branding & Recruitment Marketing Strategy covering employer positioning, Employee Value Proposition, talent segmentation, candidate personas, recruitment messaging, content strategy, digital channels, campaign planning, candidate experience, performance measurement, governance, and continuous improvement

Register or Request More Information

Course page: <https://quest-training.com/courses/employer-branding-recruitment-marketing-training-course>

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