



**bristol business college**

YOUR BEST BUSINESS DECISION

## Online Recruitment

Online recruitment has totally changed the recruitment process. Reed, totaljobs, Monster and Fish4Jobs – and now LinkedIn – have redrawn the landscape.

Are you taking advantage of all the changes?

Does the range and number of channels seem overwhelming?

Clear about the differences between online recruitment brand building and that of the traditional media?

This one-day Workshop is specifically designed for Managers and HR staff. The course builds on the experience of the delegates. It is designed to be as interactive as possible with regular opportunities for discussion and collaborative learning. Regular use is made of interactive demonstrations and supporting written materials.

### Course Objectives:

- ✦ Online recruitment campaign presentation
- ✦ Channel selection strategy
- ✦ Assessing online tools and support
- ✦ Strategic recruitment brand building

### Delegates will learn:

- ✦ How to write and present an online recruitment campaign
- ✦ The strategic differences of the key players in the market
- ✦ How to assess online tools available to support your campaign
- ✦ The process of building recruitment brands in an multimedia space
- ✦ How to successfully execute an online recruitment process
- ✦ How to improve targeting, increase effectiveness and reduce both time and costs

*Online  
Recruitment*

*1 Day Course*