

# PERM **RESOURCER** PATHWAY



## KICK START

### **Job Brief & Sourcing Candidates: Steps 1-4 of the Recruitment Process**

A complete job brief - 16.43  
Make a plan - 7.51  
Candidate sourcing - 12.06  
Candidate qualification - 12.43

### **Commercial Prospects for the Recruitment Industry**

Commercial prospects for the recruitment industry - 18.30  
Employment models & the market - 20.21  
Carve out a winning career - 20.01  
Critical support - 7.49



## POWER UP

### **The Legal Stuff**

The legal stuff you need to know - 6.33  
Advertising and the law - 5.00

### **Permanent Candidate Care**

A great candidate experience - 23.32  
The craft of candidate management - 18.54  
Mastering candidate & client control - 10.44

### **Personal Branding on Social Media**

Personal branding on social media - 5.36  
Positive static branding - 6.52  
Tips to build your network - 3.31  
Positive active branding - 5.40

### **Candidate Sourcing & Management**

Advanced candidate sourcing & management - 7.49

### **Compelling Research: A Foundation for Recruitment Success**

The value of research - 7.14  
Compelling evidence - 10.08  
A foundation for recruitment success - 11.23  
A sturdy summary - 9.08



## INVIGORATE

### **Effective Online Copywriting**

Course introduction - 10.55  
A winning recruitment advert - 12.03  
What's my focus? - 7.47  
The key to creating great copy - 7.16  
Turn up the colour! - 0.21  
Focus on the target - 12.11  
Produce a great job advert - 11.58  
Write your advert - 6.53  
Course summary - 6.44

### **Effective Searching on LinkedIn**

Search overview - 15.12  
Detailed & Boolean searching - 15.06  
Connecting on LinkedIn - 10.45  
Client sourcing - 11.58  
The commercial search limit - 5.22  
Searching beyond 3rd tier - 13.33

### **Prepare for a great result**

It's all in the spec - 13.49  
Calling to action - 17.14

- 1 -

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## INTENSIFY

### **Managing the Interview Process: Steps 5-9 of the Recruitment Process**

Consultant interviews - 15.42  
Presenting candidates to clients - 6.07  
Interview preparation - 13.45  
The client interview - 5.24  
Interview debriefing - 13.58

### **The Where, What & How of Online Advertising**

The purpose of a job advert - 4.25  
What media? - 11.40  
Managing & monitoring responses - 11.31  
Top tips for online candidate attraction - 6.12

### **An Excellent Experience for Candidates**

Productive Candidate Connections - 15.38  
A Great Experience for Candidates - 11.55



## STRENGTHEN

### **Greg Savage Consultant Series (Candidate Recruitment)**

The old game is over - 15.17  
Where the fun & the money is - 8.18  
Twitter tactics for social recruiting - 23.23  
Quick tips for social recruiting - 19.39  
The craft of candidate recruitment - 18.54

### **Jonathan Campbell's Expert Social Media Tips**

Recruitment SEO - 5.12  
Sourcing on social - 5.38  
Using Twitter to recruit - 4.43  
Social business development - 5.43



## JUICE MASTER

### **Greg Savage Social Media Series**

Technology vs. human skills - 17.40  
A talent sourcing evolution - 8.30  
Social Media is about community & brand - 10.41  
Invest in a digital & social media strategy - 15.12  
A great candidate experience - 23.32  
Make the recruiter the rock star - 7.36  
Build a personal brand - 12.01  
Competing with clients - 14.24  
Cool tools for social media - 22.56  
Social media for client cultivation - 22.20

