

Perm Resourcer Pathway



1. KICKSTART

Commercial Prospects for Recruitment

- Commercial prospects for recruitment - 17.21
- The Market & Employment Models - 19.26
- Carve out a winning career - 20.08
- Critical support - 7.59

Juicy Recruitment Process

The average duration for episodes in the following courses is 25 minutes, which includes video content and time required to complete other input and reflective elements.

- It's called recruitment consultancy for a reason
- With a plan - you can!
- They're out there somewhere
- Qualifying candidates
- Getting to know you
- 'STAR' candidates
- Well I never!
- Selection Box
- Prized possessions
- Clients know best - Or So They Say!
- Coming up for air
- He said, she said
- An offer you can't refuse
- Close encounters
- Eyes on the prize

2. POWER UP

Personal Branding on Social Media

- Personal branding on social media - 5.36
- Positive static branding - 6.52
- Positive active branding - 5.40

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

3. INVIGORATE

Effective Online Copywriting

- Course introduction - 10.55
- A winning recruitment advert - 12.03
- The key to creating great copy - 7.16
- Focus on the target - 12.11
- Produce a great job advert - 11.58
- Course summary - 6.44

Prepare For a Great Result

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

4. INTENSIFY

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

Build Valuable Candidate Communities

- Candidate Communities - 7.43
- Deliver a Great Candidate - 14.30
- The Candidate Service Chain - 9.50

5. STRENGTHEN

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

How to Identify and Attract the Best Candidates

- Breaking New Ground - 8.26
- A Special Mission - 8.52

Get Ahead in Finding the Best Talent

- Sourcing Strategies - 6.58
- Finding Hidden Candidates - 9.50
- Headhunting that Gets Results - 15.00

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6. JUICE MASTER

Strategic Recruiting on Social Media

- Social Recruiting - 10.41
- Know your Socials - 10.45
- A Compelling Personal Brand - 12.41
- A Strategic Social Plan - 11.22
- Tips and Tricks to Find Great Candidates - 13.51