

Employer Branding & Digital Recruitment Strategies

COURSE OVERVIEW

This course provides organizations with strategies they can employ to position themselves as employers of choice while leveraging digital platforms to attract and retain top talent. The curriculum elaborates on how employer value propositions, brand storytelling, and online reputation management shape recruitment outcomes, alongside the use of AI, data analytics, and social media strategies to target, engage, and convert talent in competitive markets. Participants will gain the skills to design integrated recruitment campaigns that enhance brand visibility, align with organizational culture, and deliver sustainable workforce pipelines.

WHO SHOULD ATTEND?

This course is designed for HR leaders, talent acquisition specialists, employer branding managers, communication officers, and executives responsible for recruitment and workforce strategy. It is equally valuable for consultants, digital marketing professionals, and organizational development leaders seeking to connect branding with recruitment effectiveness.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Understand the role of employer branding in attracting and retaining talent.
- Develop digital recruitment strategies that align with organizational culture.
- Apply AI and analytics to improve recruitment targeting and outcomes.
- Build and manage an authentic employer value proposition.
- Create a seamless and engaging candidates experience.
- Strengthen workforce pipelines through branding and digital engagement.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The strategic value of employer branding in talent acquisition.
- The digital channels for employer brand visibility.
- The practical tools for social media, AI, and data-driven talent recruitments.
- Frameworks for building an authentic employer value proposition.
- Inclusivity and diversity in talent acquisition.
- Strategies for aligning recruitment efforts with brand and culture.
- The future of digital talent attraction.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate.
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.