Recruitment Marketing Training Course

Professional Development Training Course Outline

Category	Human Resource Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Recruitment Marketing is a strategic approach that combines employer branding, digital talent acquisition, AI-powered sourcing, candidate engagement, and data-driven hiring strategies to attract, engage, and convert top talent. In today's competitive talent landscape, organizations must leverage social recruiting, programmatic job advertising, recruitment automation, recruitment analytics, and EVP (Employee Value Proposition) to build sustainable talent pipelines. Recruitment Marketing Training Course equips HR professionals and talent acquisition leaders with cutting-edge tools and techniques to create high-converting recruitment campaigns aligned with business growth objectives.

Through a blend of digital marketing strategies, recruitment technology, talent branding, content marketing, and recruitment funnel optimization, participants will master the art of attracting passive and active candidates. The program focuses on AI-driven recruitment marketing, LinkedIn hiring strategies, candidate experience optimization, recruitment KPIs, and workforce planning analytics to drive measurable hiring ROI and competitive employer positioning.

Programme Curriculum

Recruitment Marketing Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Develop a strong Employer Branding Strategy aligned with business goals
2. Design compelling Employee Value Proposition (EVP) frameworks
3. Implement AI-powered Talent Acquisition strategies
4. Build high-converting Recruitment Marketing Funnels
5. Optimize Social Media Recruiting Campaigns
6. Leverage Programmatic Job Advertising Platforms
7. Apply Recruitment Analytics & Hiring KPIs
8. Enhance Candidate Experience Management
9. Use Automation & Recruitment CRM Systems
10. Execute Diversity, Equity & Inclusion (DEI) Hiring Campaigns
11. Create data-driven Talent Pipeline Development Plans
12. Measure Recruitment ROI & Cost-per-Hire Optimization
13. Design scalable Digital Talent Acquisition Strategies

Target Audience

1. Talent Acquisition Managers
2. HR Directors & HR Business Partners
3. Recruitment Specialists
4. Employer Branding Managers
5. HR Marketing Professionals
6. Staffing & Workforce Planning Managers
7. Recruitment Agency Consultants
8. HR Technology & ATS Administrators

Course Modules

Module 1: Foundations of Recruitment Marketing

- Evolution of Recruitment Marketing
- Employer Branding Fundamentals
- Recruitment Funnel Strategy
- Candidate Journey Mapping
- Case Study: Global Tech Firm’s Employer Brand Transformation

Module 2: Employer Branding & EVP Development

- Building a Compelling EVP

- Internal vs External Brand Alignment
- Career Site Optimization
- Glassdoor & Review Management
- Case Study: EVP Revamp for a Multinational Organization

Module 3: Digital & Social Recruiting Strategies

- LinkedIn Talent Solutions Strategy
- Social Media Campaign Optimization
- Recruitment Content Marketing
- Video Recruiting & Short-form Content
- Case Study: Viral Hiring Campaign on LinkedIn

Module 4: AI & Recruitment Technology

- AI-driven Candidate Sourcing
- Recruitment CRM Systems
- Automation in Candidate Nurturing
- Chatbots & Conversational Recruiting
- Case Study: AI-based Hiring Acceleration

Module 5: Data Analytics & Recruitment Metrics

- Recruitment KPIs & Dashboards
- Talent Market Intelligence
- Predictive Hiring Analytics
- Recruitment Funnel Conversion Metrics
- Case Study: Reducing Cost-per-Hire Using Data

Module 6: Candidate Experience & Engagement

- Personalization in Hiring
- Candidate Communication Automation
- Employer Review Platforms Strategy
- Onboarding Experience Marketing
- Case Study: Improving Candidate NPS Score

Module 7: Diversity & Inclusive Recruitment Marketing

- DEI Branding Strategy
- Bias-Free Job Descriptions
- Inclusive Social Campaigns
- Community-based Hiring Strategies
- Case Study: Inclusive Hiring Campaign Success

Module 8: Recruitment Campaign Planning & ROI

- Recruitment Campaign Budgeting
- Programmatic Advertising
- Talent Pipeline Forecasting
- Measuring Recruitment ROI
- Case Study: High-Volume Hiring Campaign Optimization

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com