

Attracting Candidates And Producing Job Advertisements

Course length: 45 mins*

Course Code: 103080BT039

This is the third in a series of five short courses on the recruitment process. It shows you how to identify the best source of candidates and how to design and place successful job advertisements.

Benefits for the Learner

Advertising for the wrong person, in the wrong place at the wrong time is unlikely to attract a suitable candidate for your vacancy!

This course will give you the skills to evaluate and select the best sources of candidates and explore how you can design and place more effective job advertisements.

Benefits for the Business

Publicising your job vacancy is a key part of the recruitment process, but one that many businesses still get wrong. If you don't take into account the size of your company, industry sector, role, budget and calibre of applicants required when placing your advert, you're wasting both time and money.

This course will enable your managers to target the right candidates through selecting better sources and designing better job advertisements.

What Does the Course Cover?

- The potential sources for job candidates
- Identifying the best candidate sources
- Designing and placing effective job advertisements

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 45 minutes to complete.

*Courses are accessible for six months from the date of purchase.