

Course : Employer branding, attracting and retaining talent

Practical course - 2d - 14h00 - Ref. DME

Price : 1360 € E.T.

★★★★☆ 4,6 / 5

BEST

A company's value lies not only in its sales or customer portfolio, but also in its ability to attract and retain the talent it needs to grow. This training course will help you understand the steps involved in implementing an employer brand adapted to your HR strategy.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the challenges of employer branding and how they are evolving
- ✓ Identify the steps needed to define a strategy tailored to HR issues
- ✓ Activate internal levers to define and develop your employer brand
- ✓ Choosing and implementing the right tools to promote your employer brand
- ✓ Manage your actions and measure their impact

Intended audience

Employer brand managers, recruitment managers, human resources managers.

Prerequisites

Basic computer skills: office automation, Internet, etc.

Practical details

Hands-on work

Practical application 50 to 70% of the time: exchanges and feedback, application, case studies...

Course schedule

PARTICIPANTS

Employer brand managers, recruitment managers, human resources managers.

PREREQUISITES

Basic computer skills: office automation, Internet, etc.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Identify the challenges and trends in employer branding

- Define the different types of corporate communication.
- Identify the challenges of employer branding.
- Take into account the changing attitudes of candidates.
- Integrate the constant evolution of communication channels and their users.
- Understand changes in competitive HR management practices.
- Analyze the characteristics of potential candidates according to the type of recruitment envisaged, and adjust the existing process.

Hands-on work

Discussions on the behaviors and expectations of target candidates, their perception of employers and their job search practices.

2 Identify your position in the employer market

- Specify the elements that make up an "employer brand".
- Evaluate its positioning with internal and external targets.
- Identify your specific needs as an employer.
- Identify key success factors in recruitment and HR management.
- Formulate a diagnosis of the situation in order to position strategic scenarios.

Hands-on work

Construction of an investigative tool to identify your employer brand image.

3 Defining your employer branding strategy

- Get management on board to reposition your employer brand.
- Maintain consistency between the employer brand and the corporate and commercial image of the entity.
- Select internal and external target segments.
- Define a distinctive employer brand platform.

Hands-on work

Define your overall strategy, its main thrusts and objectives, and then define your brand platform.

4 Implementing your employer branding strategy

- Define objectives to be achieved within this new framework.
- Choose an attractive editorial line for your recruitment offers.
- Test appropriate storytelling and associated brand content.
- Select the prescribers, media, formats and channels best suited to your target audience.

Hands-on work

Writing a job offer.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Measure the effectiveness of your strategy and adjust your actions

- Choose the criteria and tools to measure the performance of your strategy.
- Adjust strategy and actions according to the results obtained by mobilizing stakeholders.

Hands-on work

Selection of indicators and impact measurement tools adapted to your strategy and targets.

Dates and locations

REMOTE CLASS

2026 : 15 June, 24 Sep., 7 Dec.

PARIS LA DÉFENSE

2026 : 15 June, 24 Sep., 7 Dec.