

# Course : Develop a candidate sourcing strategy that integrates the employer brand

*Practical course - 3d - 21h00 - Ref. REY*

**Price : 1870 € E.T.**

★★★★★ 5 / 5

BEST

In today's highly competitive job market, sourcing can no longer be limited to posting recruitment ads. This training course explores the technical, digital and marketing levers for identifying, attracting and retaining the best talent. By fully integrating employer branding into your strategy, you'll learn how to effectively target your candidates, optimize your tools and make your practices part of a dynamic of continuous innovation.

## Teaching objectives

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

- ✓ Understand and master the technical aspects of sourcing: from writing an ad to approach techniques
- ✓ Digitizing sourcing: tools and methods
- ✓ Integrate the marketing dimension into sourcing: mastering and enhancing the employer brand, which tools for which targets, marketing automation
- ✓ Re-examine methods and tools: changing environment, changing customers, staying on top of developments

## Intended audience

Chargé de recherche / E-sourceur ; consultant en cabinet de conseil en recrutement, Talent Acquisition  
Managers, toute personne en charge du recrutement en entreprise.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

This highly interactive course is supported by a wealth of exercises and practical work.

### PARTICIPANTS

Chargé de recherche / E-sourceur ;  
consultant en cabinet de conseil en  
recrutement, Talent Acquisition  
Managers, toute personne en charge  
du recrutement en entreprise.

### PREREQUISITES

No special knowledge required.

### 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.

## Course schedule

### 1 Understand changes in recruitment practices and current trends

- Understanding the evolution of recruitment practices: from the newspaper to recruitment 3.0.
- Take into account the complex and strategic aspects of recruitment: intelligence, posture, KPIs...
- Adapter l'action de recrutement aux différents besoins et contraintes : au niveau de l'entreprise, de l'équipe...
- Understanding web 3.0: inbound recruiting, candidate persona, marketing automation...
- Understanding the Recruiter's new missions.
- S'adapter aux fonctionnements de recherche d'emploi actuels pour trouver plus facilement des candidats.

#### Hands-on work

Quiz on today's recruitment concepts and their evolution.

### 2 Using marketing tools in recruitment

- Distinguish between the 4 stages of Inbound recruiting.
- Using the prospect concept in recruitment.
- Comprendre le comportement d'un candidat pendant sa recherche d'emploi : le ZMOT dans le recrutement.
- Organize a "candidate persona" session to target ideal profiles.
- Adapt communication channels to different generations.
- Select the right social network for your target audience.

#### Hands-on work

Réaliser un tableau des canaux de sourcing pertinents en fonction des métiers et compétences recherchés dans son entreprise ou pour ses clients.

### 3 Acquire digital sourcing tools

- Preparing for recruitment 3.0: the 5 key steps.
- Distinguish between the 2 main types of sourcing channels depending on the need: face-to-face and digital.
- Set up simple, effective KPIs.
- Use an ATS to facilitate recruitment and meet RGPD obligations.
- Recruiting using algorithms: advantages and points to watch out for.

#### Hands-on work

Create a simple KPI table to evaluate conversion rates.

### 4 Attracting and retaining talent

- Understanding employer branding: identity, image, (e-)reputation...
- Identify the actions taken to promote the company's values.
- S'appuyer sur le site internet de l'entreprise : moduler le fond et la forme.
- Apply the golden rules of a successful career page.
- Analyze candidate experience.
- Enhance the customer's employer brand and/or its employer brand.
- Humanize practices and tools.

#### Hands-on work

Analyze the content and form of job/career sites for SMEs and large companies.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Writing attractive job offers: a strategic action

- Tackle the different themes of a job ad in a convincing way.
- Benchmark your job offers in terms of content and form before publishing them.
- Appliquer les conseils rédactionnels courants et connaître les mentions à proscrire.
- Generate interest by writing a gamified job ad.

### Hands-on work

Write a job offer (example: you're looking for a full stack developer for a client.) Write an attractive job offer.

## 6 Sourcing via LinkedIn

- Utiliser la page entreprise de LinkedIn pour mettre en avant son identité, ses offres d'emploi et du contenu de qualité.
- Optimize your LinkedIn profile to attract candidates and your recruiter profile.
- Rédiger du contenu viral (offres d'emploi, posts, sondages) : focus sur le dwell-time, le timing, les liens externes, les likes et commentaires, les partages, les vidéos...
- Comprendre l'usage des hastags, des tags.
- Interagir avec les candidats en rédigeant des messages d'approches efficaces.

### Hands-on work

Rédiger une offre d'emploi sur LinkedIn par le biais de son profil et dans un post. Analyser les retours de réponses.

## 7 Sourcing via other social networks

- Use twitter to source.
- Utiliser FaceBook pour sourcer.
- Use Snapchat or Tik Tok to source.

### Hands-on work

Réaliser un tableau des avantages et limites de Twitter, FaceBook, Snapchat et Tik Tok dans ses pratiques de sourcing.

## 8 sourcing on the open web

- Create a search table of essential criteria.
- Use Boolean operators.
- Rechercher des candidats sur l'open web.
- Utiliser des outils de sourcing dans ses recherches.

### Hands-on work

Search candidate profiles and CVs via extensions; example: search for front-end developer, java developer, IT and network project manager, AI engineer...

## Dates and locations

### REMOTE CLASS

2026 : 23 Mar., 1 June, 20 July, 28 Sep., 9 Dec.

### PARIS LA DÉFENSE

2026 : 23 Mar., 1 June, 20 July, 28 Sep., 9 Dec.