

PROGRAM SYLLABUS

Sourcing & Recruitment

Online Certification Program



An overview

of what you can expect from this program

Become a proactive, data-driven recruiter

Build a thriving recruitment career with standout skills. The Sourcing & Recruitment Certificate Program is designed to provide you with a versatile talent toolkit that gives you an almost unfair advantage. You'll learn how to build a more effective recruitment process to minimize friction. You'll discover how to use key recruitment technology to close hard-to-fill vacancies. And you'll learn how to tap into underutilized assets like data and your employer brand to deliver the results the business needs.

	Type	Online self-paced learning
	Language	English (including subtitles)
	Duration	40 hours
	Access	12 months
	Structure	6 courses + capstone project / 16 modules
	Testing	Quizzes, assignments, capstone project
	Digital certificate upon completion (including LI token)	
	Eligible for HRCI, HRPA & SHRM credits	
	Reading materials & bonus content	
	30-day money back guarantee	

Learn in-demand skills

and take your career to the next level

Learning objectives



Sourcing Techniques

Master key sourcing methods and channels to identify and attract best-fit candidates.



Screening Methods

Utilize effective screening methods to increase candidate quality.



Employer Branding Strategy

Develop and maintain a strong employer brand to attract top talent.



Recruitment Analytics

Learn essential data analytics skills to enhance your recruitment strategy.

The perfect fit for

This online training is for Recruiters and Talent Acquisition professionals who want to take a more proactive and independent role in finding and acquiring best-fit talent. You will learn the practical techniques and knowledge to proactively identify and engage with potential candidates, attract top talent with an appealing employer brand, and influence rewards to secure new hires.

Curriculum structure

Practical. Comprehensive. Game changing.

- 2 MODULES

Mastering the Job Intake Process

- 3 MODULES

Talent Sourcing

- 3 MODULES

Candidate Screening Methods

- 2 MODULES

Employer Branding & Recruitment Marketing

- 1 MODULE

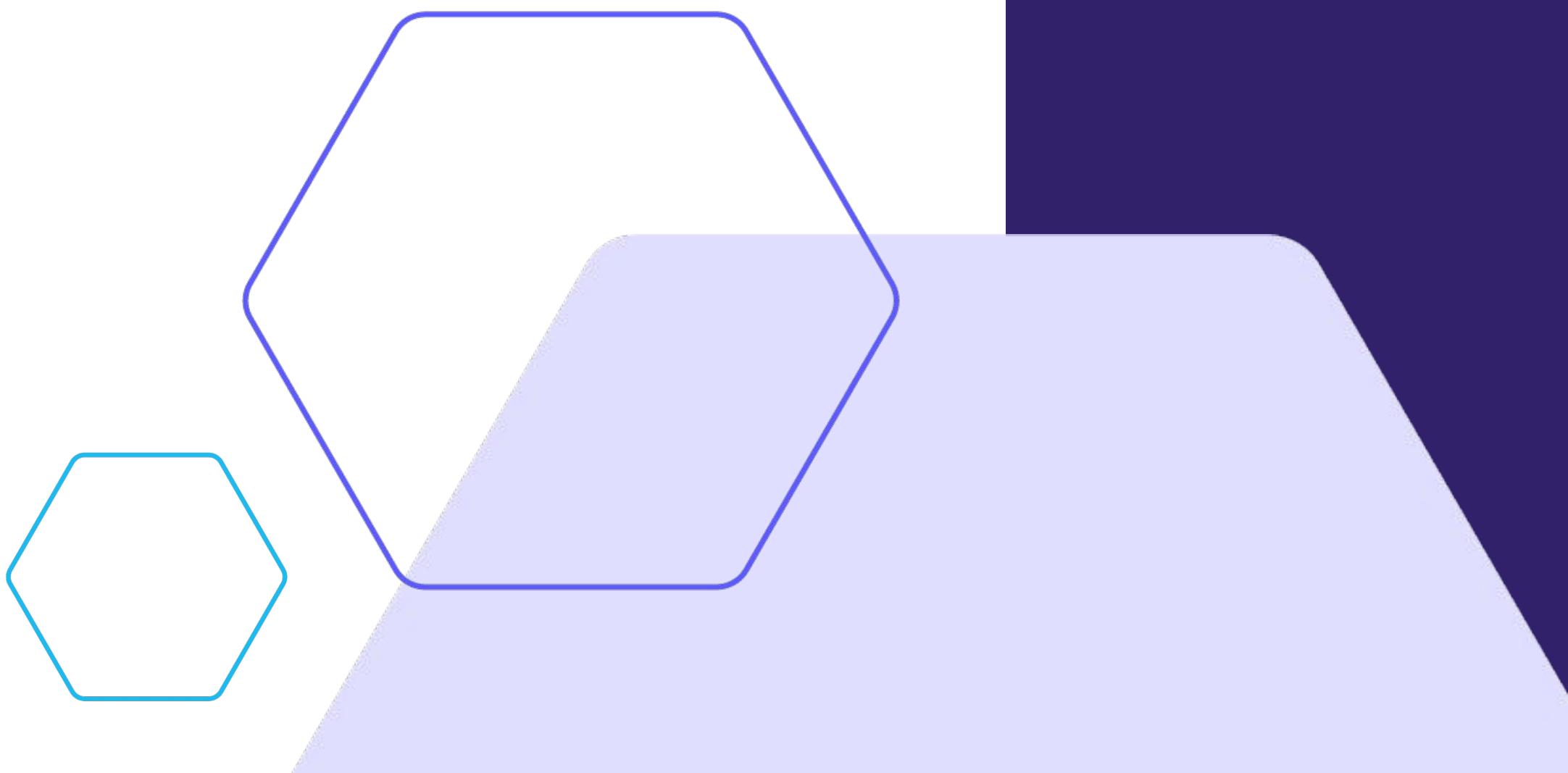
Rewards Communication & Negotiation

- 5 MODULES

Recruitment Analytics

- 1 MODULE

Capstone Project



A detailed look

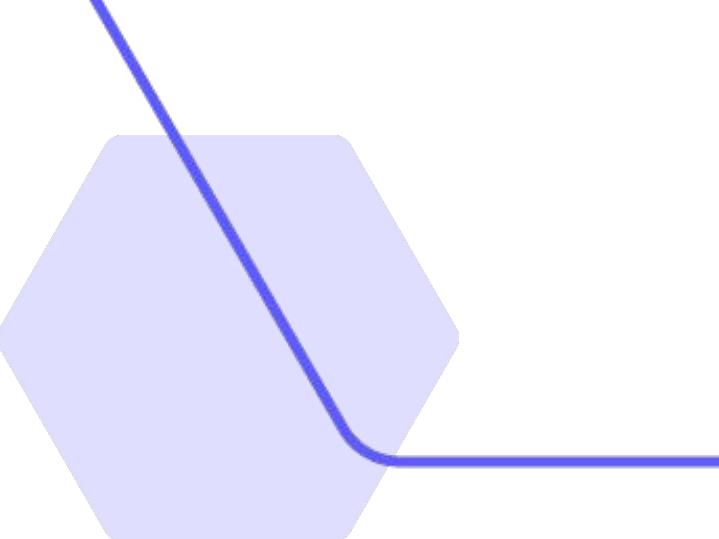
at the curriculum and modules

2 MODULES

Mastering the Job Intake Process

Set yourself up for recruitment success. In this course you'll learn the practical steps to conduct a structured job intake session with hiring managers, create targeted candidate personas and job descriptions, and set clear recruitment objectives. In short, everything you need for a low-friction, high-impact hiring process that contributes to the overall success of your organization.

- **Preparing for the Job Intake**
- **Running the Job Intake Process**



3 MODULES

Talent Sourcing

Master talent sourcing methods and channels, and search techniques to source and engage talent for the most difficult-to-fill positions. In this Talent Sourcing course, you'll learn to leverage different sourcing channels — LinkedIn Recruiter, job boards, and social media — to identify the best candidates and build a robust talent pipeline. You'll also learn how to craft effective outreach messages and perfect them to engage with your potential candidates. By the end of the course, you'll be able to enhance your recruitment funnel by building an efficient and effective sourcing process.

3 MODULES

Candidate Screening Methods

Identify best-fit candidates with ease. This course is designed to help you master effective screening techniques and tools, including best practices for screening and reference calls. You also get access to ready-to-use templates and guides to speed up the screening process. After this course you will have a comprehensive toolkit to help avoid costly mistakes.

- **Talent Sourcing: From Strategy to Execution**
- **Mastering Boolean Search**
- **Effective Outreach Strategies**

- **Candidate Screening Fundamentals**
- **Assessments for Candidate Screening**
- **Candidate Evaluation**

2 MODULES

Employer Branding & Recruitment Marketing

Attract top talent with a compelling employer brand. In this Employer Branding and Recruitment Marketing course, you will learn how to create and implement an employer branding strategy that resonates with your ideal candidates. You will also learn different recruitment marketing tactics to build excitement, credibility, and trust in your organization.

- **Employer Branding Strategy**
- **Building Your Employer Brand**

1 MODULE

Rewards Communication & Negotiation

The right rewards package is key in closing candidates. In this Rewards Communication & Negotiation course, you'll discover how you can help create a compelling rewards strategy. You'll learn how to effectively communicate the rewards package to candidates, and use negotiation strategies to persuade candidates to accept your offer.

- **Rewards Communication & Negotiation**
 - Understanding Rewards
 - Rewards Strategy
 - Reward Promotion
 - Rewards Negotiation

5 MODULES

Recruitment Analytics

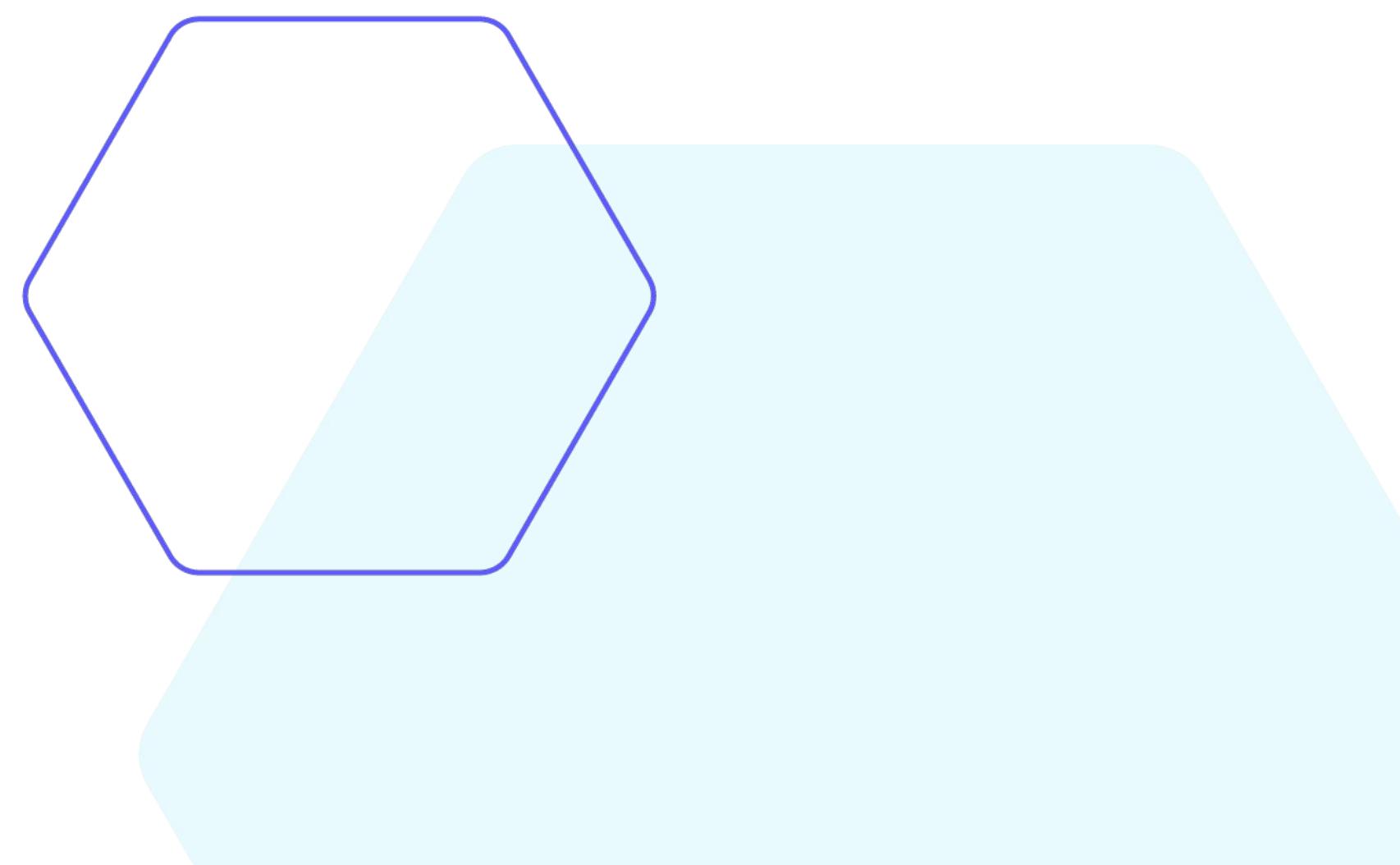
Reveal the insights hidden in your recruiting data and use them to increase the efficiency and quality of your recruitment funnel. This online Recruitment Analytics training course helps you make the most of your ATS data, assess the effectiveness of your employer brand, manage recruitment funnel efficiency, and measure the broader business impact of recruitment.

- **Recruitment Analytics**
- **Recruitment IT Systems**
- **Measuring Brands and Experiences**
- **Measuring the Recruitment Funnel**
- **Building a Recruitment Dashboard in PowerBI**

1 MODULE

Capstone Project

To close the program, you will put your new knowledge and skills to the test in a practical project. Upon successful completion of the capstone project, you will receive your certification.



Proven online learning

for Human Resources Professionals

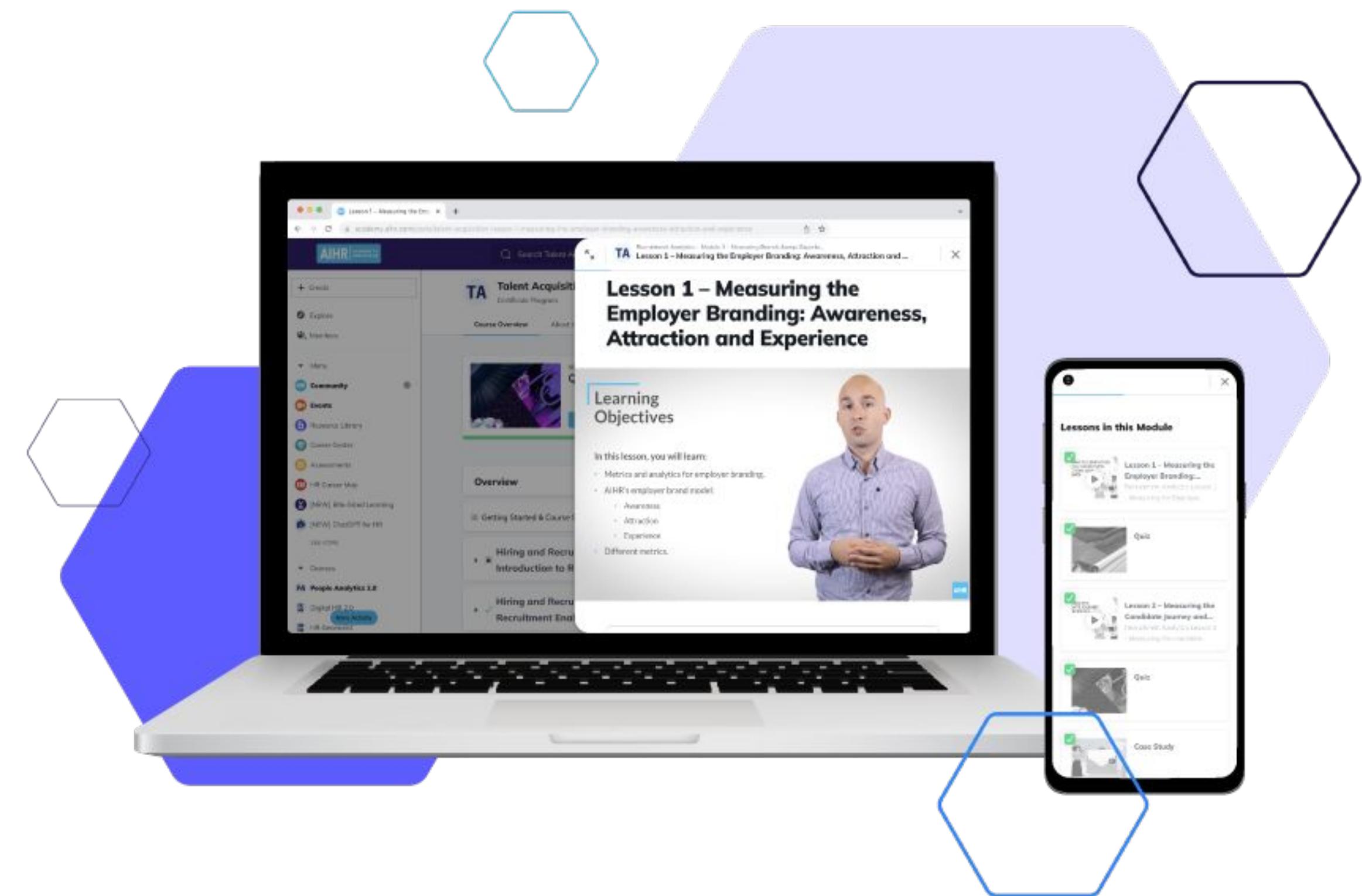


and 6 others



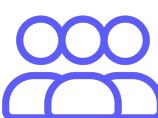
Real-world projects

Develop practical skills through working on real-world projects and studying dozens of inspiring case studies



Self-paced online learning

Learn anywhere, anytime, and at your own pace with our fully online training programs. Including a smartphone app.



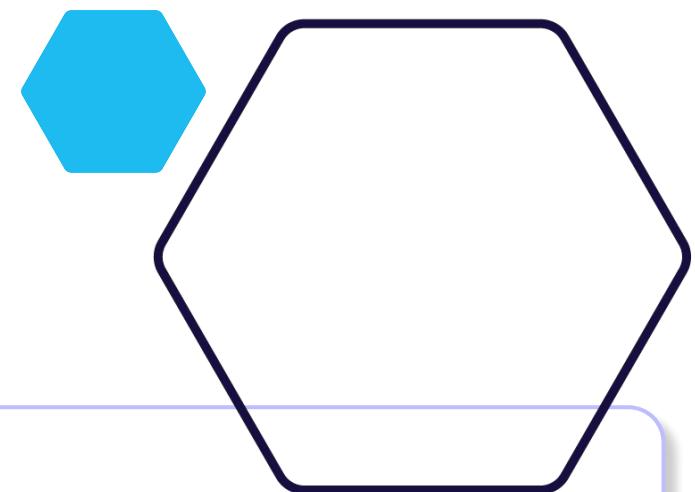
Practitioner community & coach

Collaborate with HR professionals from around the world or contact your personal coach if you need any assistance or input.

AIHR is an approved provider with the HR Certification Institute (HRCI®), a pre-approved provider with the Human Resources Professional Association (HRPA), and recognized by the Society for Human Resource Management (SHRM) for PDCs.

Get a sneak peek

of lessons and course materials



The Job Intake Process

The job intake process

INTAKE MEETING Align on the candidate profile.

CALIBRATION MEETING Fine-tune the candidate profile.

RECRUITMENT KICKOFF Start the recruitment process.

Engaging video lessons

Learn at your own pace with bite-sized, pre-recorded lessons by leading HR experts.

[Watch preview lessons](#)

Mastering the Job Intake Process Case Study

INTRODUCTION

THE CASE

- Preparing for the Job Intake Meeting
- Conducting the Job Intake Meeting & the Calibration Meeting
- Publishing the Job Description & Conducting the Recruitment Kickoff

Hiring for a sustainability solutions consultant

Sarah is a recruiter at CleanTech Solutions, a US-based leading reseller of industrial cleaning supplies. She joined the company a year ago, straight out of college. Recently, she had to hire a sales manager, which turned out to be quite a challenge as she didn't follow a neat job intake process. However, when following the important steps of the job intake, she ended up successfully filling the role.

Interactive case studies

Turn your new knowledge into practical skills with a range of practical activities.

[Do the case study](#)

Introduction & Presenting the Role

Find below example questions and phrases for each piece of the screening call that can inspire you in preparing for your screening calls. Make sure to always customize them according to your needs. Remember, the key is to create a conversational and comfortable atmosphere that allows both you and the candidate to assess the potential fit. Adjustments can be made based on the specific needs and characteristics of your organization and the role you're hiring for.

Introduction

- Hi, I'm [...] from [...]. Thank you so much for taking the time to meet with me today. How are you doing? [...]
- I'm calling you to talk about your application for role [...] and good idea for the call is to get to know each other and understand if there is a match. I expect the call to take 30 minutes, and I would like to talk about the role, your motivation and experience, and some practicalities. You will also have time to ask questions.
- Do you have any questions at this point?

Presenting the role

- In role [...], you will be responsible for [...]. It's our company's mission to [...]. Our core values are [...].
- You will be working in a team of [...] and ensure [...] . Your team closely collaborates with team [...] and contributes to the company's goals by [...].
- Growth opportunities of this role are [...].
- We're looking to fill this role because [...].

Tip: Keep this part short and to the point and prevent it from turning into a two-hour interview. Rather, keep it conversational and make sure the candidate gets to ask their questions. Instead of walking them through the given points, consider just asking them: "Before we move on, is there anything you'd like to know?"

Downloadable templates

Save time and effort with a library of grab-and-go templates, guides, checklists, and more.

[Tour the library](#)

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Fill out your (company) billing address and payment details



Create your student account



Happy learning!



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& Company



Bank of America
Merrill Lynch



AIHR | ACADEMY TO
INNOVATE HR



Customers give us an average rating of 8.9 out of 10.

AIHR is the place to learn the skills you need to advance your career and remain relevant in the ever-changing digital human resources landscape. We offer the most comprehensive curriculum of HR courses and certifications available worldwide and are a proud supplier of over 175 Fortune Global 500 companies.