



# We are delighted to welcome you to Recruitment Bootcamp.

## What will we cover?

The course will be delivered through 12 sessions, enabling you to study when best suits you, and by buying the course you will receive life-time access to the content, as well as any updates.

### Module One

#### Introduction to Recruitment Bootcamp

Experienced recruiter Liz Gadd will introduce you to the course and the team, let you know what to expect and explain about all the extra support that will be available to you from her and the team.

### Module Two

#### Recruitment Challenge 2024

The current recruitment challenges, what's coming next and why good candidates are hard to find! Liz will outline all the changes that have happened over the last few years, and job seekers options now.

### Module Three

#### Recruitment messaging and your recruitment team

We will talk about the recruitment messaging opportunities that arise within your company's marketing activities and how to set up a really great recruitment team.

### Module Four

#### Recruitment planning

This module is all about the planning. Once you've decided to recruit, here's what you should plan and organise, and all the extra information that will influence how you move through your recruitment plan.

### Module Five

#### Equality, Diversity and Inclusion

The facts and figures, and how diversity and equality issues form part of your recruitment strategy. Also, how it affects your job description, advertising and your commitment and understanding of EDI.

### Module Six

#### Job description and person specification

Helping you create the most effective job description and person specification, and the essential components to make them a valuable and useful part of your recruitment campaign.

### Module Seven

#### Advertising

This section will cover how to create the advert and decide on where to place it. There'll be lots of information about creating the best recruitment advertising copy, who should and can write it, how candidates look for jobs and how to make your job stand out.

### Module Eight

#### Social media and job boards

How to choose the right job boards and social media campaigns to attract the right person. We will include insights into how the job boards work, and best practice for both job boards and social media.

### Module Nine

#### Recruitment agencies

The different types of agency, how each one operates and many insider tips on how to get the very best out of your recruitment partners, including how the skills you are learning through Recruitment Bootcamp will save you time and money with your agencies.

### Module Ten

#### Applications and interviews

How to manage the applications, scheduling, and the interview process. You'll prepare for the interview and presentations, learn good practice, including an effective and legal record of applications. This session will include advice on feedback and reference checking.

### Module Eleven

#### Financials including the real cost of recruitment

How to best present the offer, how to negotiate, and the paperwork! We will take an in-depth look at the real cost of recruitment and how the methods that we have coached you on through these modules will reduce that cost.

### Module Twelve

#### Summary and next steps

We will round up all that we have covered, and talk about the next steps including how you can access support from the Recruitment Bootcamp team after the course; we are here for you!

[Get started now](#)

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