

Recruitment and Retention Masterclass

14 February 2024 12:00-13:30, Virtual MS Teams

Speakers: Stephen McCurry, Digital Services Manager and Martin Williamson, Marketing Officer, North East Regional Employers Organisation (NEREO)

AGENDA

Time	Session
12:00	Welcome and introductions <ul style="list-style-type: none"> • Get to know fellow participants and establish a collaborative learning environment
12:05	What are you really doing? <ul style="list-style-type: none"> • Explore the fundamental activities crucial for attracting job seekers to your vacancies
12:15	Words have purpose <ul style="list-style-type: none"> • Understand the impact of well-written and carefully constructed advert text on engaging job seekers
12:45	Show the people <ul style="list-style-type: none"> • Discover how modern distribution platforms can maximise the visibility of your job vacancies
13:05	Five Finger Pitch <ul style="list-style-type: none"> • Learn about a powerful tool to enhance the creation of compelling job adverts
13:15	Question and answer session
13:30	Close