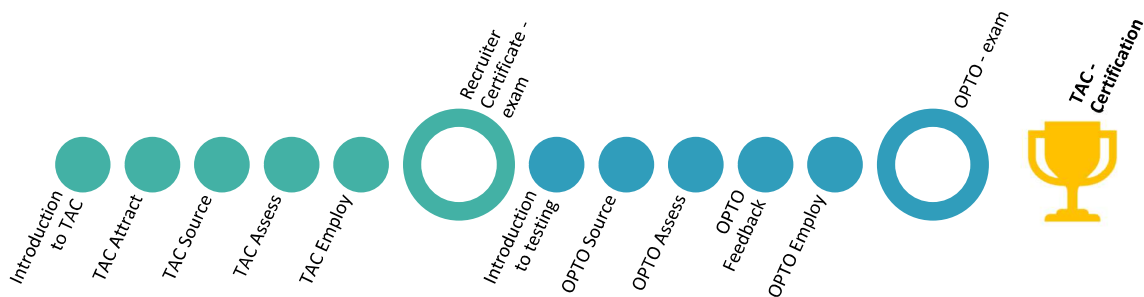




TAC - COURSE DESCRIPTION

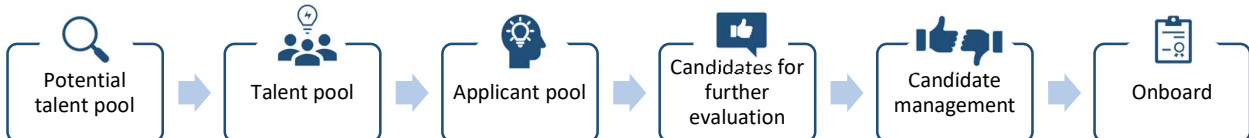
CERTIFICATION IN DIGITAL RECRUITMENT PROFICIENCY

TAC is a double education path for people with hiring responsibilities. If you are new to the discipline of recruiting, you will get a solid foundation of best practices. As a seasoned pro, you will get the chance to replace old habits with new data.



First, you will receive tuition in the recruitment value chain that covers areas like attraction, sourcing, assessment, and employment. Next step is completing OPTO. OPTO is Master International’s personality test, designed and built to help you eliminate all kinds of bias in your daily work. With both modules completed, you will receive your new recruiter certificate.

The TAC – Recruiter Certificate course is developed using the framework of recruitment and the guidelines presented in the International Standard Organisation (ISO) 30405.



ATTRACT (Employer Brand / Recruitment Communication)

SOURCE (Confirm / Complete Inputs)

ASSESS (Screening / Selection / Decision)

EMPLOY (Prepare Candidate)

Ref: ISO 30405:2016 Human resource management — Guidelines on recruitment

Drawing inspiration from the recruitment guidelines presented, here are the main takeaways from each module:

TAC - ATTRACT

General branding activities

The branding activities are conducted continuously, and the goal is to create a positive Employer Brand, so that future candidates see the company as a desirable future employer. The activities should be closely linked to EVP and recruitment marketing activities targeted at specific vacant positions.

Build a generic Talent Pool

The purpose of building a Talent Pool is to have a pipeline of talent that does not target a specific vacant position, who you can contact when a position becomes vacant. This way the resources used in the recruitment process and the time to hire can be reduced.

TAC - SOURCE

Create a Job Analysis together with hiring manager and possibly other stakeholders

Use the Job Analysis Taxonomy to ensure that all aspects of a specific vacant position are addressed. Often the analysis will be conducted through communication with the hiring manager, but also current employees, former Job Analysis and so on can help in completing the Job Analysis. In short these are the criteria we later match candidates to when assessing and presenting candidates.

Write an attractive job advertisement

The job advertisement for a specific job should be based on the Job Analysis and Person-Job Fit. A job advert is the visual communication to potential candidates and should target the desired profile free from gender bias. A typical job advert includes the following sections: Title – Introduction - Job description - About the candidate - Further process

Post job advertisement via relevant channels

The job advertisement is posted using marketing channels relevant for the vacant position and the profile of the desired candidates. This can be performed online, offline internally in the company, externally in the company and so on.

Build a Candidate Pool targeting a specific vacant position

The aim is to ensure that relevant candidates apply for the vacant position. Once a candidate has applied, the candidate becomes part of the Candidate Pool for that specific vacant position.

TAC - ASSESS

Test relevant candidates with the right testing tools

Shorter tests are effective for screening a large pool of candidates. Longer test tools and interviews are used to gather data on a few selected candidates.

Gather relevant data on chosen candidates

A combination of GMA Test, Personality Test and a Semi-structured Interview will give the highest predictability of job performance. Information on education, specific skills, etc., can be gathered by reviewing the CVs of candidates.

Prepare and conduct job interviews

Semi-structured Interviews combine a structure to ensure the gathering of relevant comparable data, while at the same time ensuring a good candidate experience during the interview. Use the STAR model and interview reports from the test tools when creating semi structured interview guides.

Compare candidates using the gathered data

The gathered data should be comparable, and the evaluation of a candidate's Person-Job Fit should be performed based on the data.

TAC - EMPLOY

Present candidates to the hiring manager

There are roughly speaking two ways of presenting candidates. One is thorough reports including all relevant data on the candidate. The reports are completed using a template; thus, all candidates are presented the same way, thereby reducing bias in the selection. The second is presenting candidates in rank order by how well they fit the criteria of the vacant position.

Sign contract with final candidate

The Contract consists of all relevant issues to be agreed upon between the candidate and the company. The final candidate is hired when the Contract has been signed by both parties.

Communicate to rejected candidates

Communicating rejection to all the remaining candidates is performed with respect to ensuring a good candidate experience. A rule of thumb is to give verbal rejections to the candidates that have been in direct contact with the company and written rejections to the candidates the company has not reached out to.

Onboarding

Onboarding is a structured programme that is designed to satisfy the employee's need for purpose, autonomy, and mastery. The aim is to motivate and retain the employee. An onboarding programme consists of two processes; Preboarding and Boarding, and has both a practical aspect, such as providing information and introduction, and a social aspect, such as integration to the team and cooperate culture. The 4 C's can help with designing the onboarding programme.

Evaluate the recruitment process as a whole

Evaluate each step of the recruitment process by looking at efficiency (how long the process has taken and how costly it has been), effectiveness (how satisfied the hiring manager is), and impact (how has the new hire impacted productivity, sales numbers or the like).

TAC - LEARNING OBJECTIVES

	Knowledge	Skills	Mastery
ATTRACT	<ul style="list-style-type: none"> - Employer Value Proposition (EVP) - Employer Branding Strategy and activities - Recruitment marketing activities - Talent pool - Candidate experience - Social media channels, content, and timing - Success Metrics 	<ul style="list-style-type: none"> - How to use marketing activities that support EVP and Employer Brand - How to use Talent Matrix 	<ul style="list-style-type: none"> - Identifying challenges with attract and how to address them - Evaluating and measuring impact of branding and marketing activities - Analysing and focusing resources when building Talent Pools - Awareness of local laws and regulations when storing candidate data
SOURCE	<ul style="list-style-type: none"> - Connection between the hiring manager and the recruiter – dialogue at intake meeting - Person-job fit and ideal candidates (candidate persona) - Job advertisement and posting - Gender-coded words - Social media as method of sourcing - Active candidates and passive candidates - Talent Pipeline - Candidate experience 	<ul style="list-style-type: none"> - How to use Job Analysis Taxonomy - How to address active and passive candidate - How to deal with gender coded words 	<ul style="list-style-type: none"> - Reducing bias in recruiting - Identifying challenges with sourcing and how to address them - Reflecting on the candidate experience - Evaluating necessary sourcing activities
ASSESS	<ul style="list-style-type: none"> - Predictive value of different assessment tools - International standards of organisational tests - Validity – Accuracy of measurement - Reliability – Consistency in responses and error of measurement - Norm groups – Interpretation of measurement - Bias in measurements - Intelligence test (GMA/Cognitive tests) - Personality tests (Typology tests and Profile test) - Semi-structured recruitment interview - STAR model and behavioural questions - Reference interview 	<ul style="list-style-type: none"> - How to choose the correct assessment tool - How to prepare Interview Guide from the Job Analysis Taxonomy and Test Interview Guide - Areas to cover in interviews and how to interview the candidate using the STAR model and behavioural questions - How to structure the comparison of data collected via different channels, when assessing candidates 	<ul style="list-style-type: none"> - Identifying challenges with Assess and how to address them - Understanding tests and being confident in how and when to use tests in recruitment - Reflecting on preparing and conducting a good and relevant recruiting interview - Reflecting when comparing data from different candidates
EMPLOY	<ul style="list-style-type: none"> - Conveying results to the hiring manager - Presentation of candidates by reports and rank order - Basic content of employment contracts - Start checklist - What to include when giving rejection to candidates - The four C's - Onboarding programmes: Preboarding and Boarding - Evaluation elements of the recruitment process 	<ul style="list-style-type: none"> - How to present candidates to the hiring manager in candidate reports and by rank order - How to give feedback to rejected candidates - Activities when preboarding - Activities when boarding - How to build onboarding programmes using the four Cs - How to evaluate the recruitment process 	<ul style="list-style-type: none"> - Considerations when presenting candidates to the hiring manager - Reflections on feedback from rejected and accepted candidates - Identifying challenges with onboarding and how to address them - Identifying relevant activities for structured Onboarding: Preboarding and Boarding of new employees - Evaluating the recruitment process as a whole