



# Certificate in Recruitment and Talent Acquisition



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## Programme Overview

Our Certificate in Recruitment and Talent Acquisition is a 12 month programme focused on building your practical, tactical skills and experience in all the fundamental areas of recruiting, sourcing, selection and working with hiring managers.

Over the Certificate you will complete online learning modules with on the job assignments, case studies, quizzes and assessments. The programme also involves rating your achievement level from the start to the finish and mapping your skills and experience.

## What will you finish with?

The Certificate in Recruitment and Talent Acquisition is different from tertiary study as you need to be working in a role where you can apply what you're learning, rather than just covering theory.

You'll work through case studies and review your own workplace practices so that you get as much experience as you can, to deliver effectively in real life. Once you've completed your final assessment you will be awarded your certificate.



Elephant Certificates are now recognised globally, in New Zealand, Australia, the Pacific Islands, Singapore, Malaysia, Canada, the US and United Kingdom.

## Who should attend?

You'll benefit most from the Certificate in Recruitment and Talent Acquisition if you are:

- Studying business and want to prepare for your first recruitment role or an HR role which will have recruitment responsibilities
- New to recruitment and want to make sure you know everything you should
- In a role where you have recruitment responsibilities and want to learn the fundamentals

## Programme Structure

The programme is structured over 12 months. The components of the Certificate include:

- A self-assessment of your knowledge and skills to map against when you finish.
- A 360 assessment of your skills from managers and colleagues. We sometimes have blind spots about our strengths and areas to develop, so this process gives you feedback about what others see you do well, and any suggestions they have for growing your skills.
- Recorded webinars to watch from work or home, on your computer or phone. You also get a set of handouts to make notes from the webinar.
- Suggested articles to read or other videos to watch.
- Assignments to complete which consist of questions based on case studies and your own processes. For more about these see the FAQ page.

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For the Certificate in Recruitment and Talent Acquisition, you must complete 10 modules. Eight of these are core modules which are compulsory and two can be chosen from our five optional modules.

If you do have significant experience in one area, then you can apply to have this exchanged for one of the optional modules.

## Core Modules

<p style="text-align: center;"><b>Being a great recruiter</b></p> <p>Whether you are new to recruitment and talent acquisition, or you've got some experience, this module takes you through:</p> <ul style="list-style-type: none"> <li>• The different types of roles within your field, and what different career paths exist</li> <li>• The knowledge and skills you'll need for the different types of recruitment and TA roles – inhouse and external</li> <li>• The challenges that can occur with sourcing, selecting, working with managers and in juggling everything you need to get done</li> <li>• Tools and techniques to overcome these challenges to deliver effectively</li> </ul>	<p style="text-align: center;"><b>Clever Communication</b></p> <p>To deliver effectively in recruitment, you need to understand the different communication styles – both yours and others, and how to adapt and engage with both candidates and hiring managers (and your team!). This module takes you through:</p> <ul style="list-style-type: none"> <li>• An easy to use model to recognise and understand the four main communication styles</li> <li>• Different ways to adapt your written and verbal communications to the different styles when sourcing or selecting</li> <li>• Knowing the strengths your style brings and what challenges to watch out for when working with others</li> </ul>
<p style="text-align: center;"><b>Job Scoping &amp; Competencies</b></p> <p>Some hiring managers will have a good idea of what's needed for a role, but for others you'll need to give them some help working out the skills and knowledge needed. This module covers:</p> <ul style="list-style-type: none"> <li>• How to take a brief and scope out the responsibilities, skills and knowledge required for a role</li> <li>• How to develop and use competencies when you recruit</li> <li>• Way to link job scope to selection criteria</li> <li>• Clever questions and techniques to use if your hiring manager is biased or hasn't much idea on what the ideal candidate might look like.</li> </ul>	<p style="text-align: center;"><b>Search Plans and Sourcing</b></p> <p>Good candidates are often hard to find so you need to know different methods you can add to your search plan. This module covers:</p> <ul style="list-style-type: none"> <li>• The basics of how to put a search plan together</li> <li>• Innovative and unusual ways companies have used to source candidates and what might work for you</li> <li>• How to develop a talent pipeline if you're recruiting similar roles, or are recruiting for the same company</li> <li>• Where sourcing is heading in the future</li> </ul>
<p style="text-align: center;"><b>Candidate Management &amp; Selection</b></p> <p>Many great candidates can be lost if you don't have good processes in place to manage their applications and engage and stick them to your company. This module covers:</p> <ul style="list-style-type: none"> <li>• How to build the psychological contract and engage candidates with your company or the role</li> <li>• Different methods to use to manage large pools of candidates for different roles</li> <li>• Selection tools that can be used at each stage of the recruitment process and when and how to use them effectively</li> <li>• Dealing with selection challenges including probity checks</li> </ul>	<p style="text-align: center;"><b>Remuneration and Reward</b></p> <p>Understanding your company's remuneration model, or the companies you are recruiting for is important when you are negotiating a package with the candidate or answering questions. This module covers:</p> <ul style="list-style-type: none"> <li>• Understanding different rem models and how job sizing, banding and families work</li> <li>• Understanding different salary review philosophies and what the challenges are you might face with candidates when working with salary bands or total rem packages</li> <li>• Reward and recognition schemes, the terminology and and how to explain these in different ways</li> </ul>

## Recruitment Legislation

When you are gathering information about candidates and working through the recruitment process and offering employment – you need to make sure you are complying with legislation and not putting your company at risk. This module takes you through:

- What you can and can't ask to avoid discrimination issues
- How to comply with privacy laws including information you can and can't collect, and how to store and share this legally
- How to conduct probity checks and legislation that applies
- Understanding the different types of roles you might be recruiting for and any related employment law issues

## Handling the Offer

Sometimes hiring managers will make the offer, but sometimes it falls to the Talent team or recruiter. This module takes you through:

- The legislative requirements around employment agreements. You might not be preparing the clauses, but you should know what to look out for.
- The challenges that can occur with offers and counter-offers
- How to negotiate between a candidate and a company (for external recruiters) or discuss issues with a hiring manager (for internal talent teams)

## Optional Modules

Two optional modules can be chosen from our six choices:

### Recruitment Strategy

In a senior TA or Recruitment role, you may be in charge of developing or implementing a Recruitment Strategy for business. You'll finish this module with:

- An understanding of different strategic models that you can use for the plan you want to put in place
- Ways you can develop the contents of the strategy and what factors to consider
- In house vs outsourcing & negotiating PSA's
- How to engage managers with the strategy

### Your Employment Brand

We are living in an age of transparency and your brand is built from what you put out, but also what people are talking about with your company. This module covers:

- The difference between Employee Value Proposition (EVP), Employment Branding and PX/EX (People or Employee Experience)
- What factors candidates are looking for
- Understanding all the sources candidates are using to find out what you are really like
- Case studies of great employment brands

### Inspired Interviewing

In many recruitment and TA roles, you may be required to do first interviews with candidates or to be part of an interview panel. This module covers:

- Understanding the psychology behind interviewing
- How to design interviews to find the right candidate – not just someone who is good at being interviewed!
- The science of interview questions
- Overcoming interviewing pitfalls including biases, quiet or loud candidates and more
- Honing your interviewing skills

### Leading Change

This module takes you through using specific change tools with a recruitment case study so that you are fully prepared to drive change in your business including:

- An in depth understanding of different change models and how they work
- How you can own change and create engagement
- Techniques to take people through their change journey
- An understanding of different ways to develop and roll out a change plan
- Methods to measure change ROI

### Recruitment Technology

There are now many different recruitment systems and technology tools you can use to find and select candidates. A good recruiter or TA professional will utilise the right tools and be able to recommend to their business what technology solutions could help. This module covers:

- New systems – how to choose and implement an ATS or other technology
- Your technology stack – what is available out there and what should you be utilising?
- Understanding different online search platforms and the pros and cons of using each
- Building your digital brand

### Recruitment Metrics and Analytics

Recruiters and TA professionals are usually measured on the quality of their hires – did you find a great person for the role? But there are also other useful metrics that can help show your value to a client or your business and help identify where you could improve your processes. You'll finish this module with:

- An understanding of the different levels of data from metrics through to predictive analytics
- Ideas on different things that you should be measuring and what they can show you
- How to metrics and analytics to build credibility and add value to your business

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## Frequently asked Questions

### How do the assignments work?

For each topic you'll be sent an assignment. This consists of case studies with different questions to answer or asking you to review of your own processes. The pass mark is 70%. Our marking team will assess whether you have passed the paper and have demonstrated good thinking around each answer. If they feel there are areas that you need to provide more information, they will come back to you to provide you further time and some coaching to do this. The aim is to help you develop your skills in each area so you can deliver excellence in recruitment to your business so you do get a second chance if your first try at the assignment isn't as well thought out as needed.

### How long does each assignment take?

You have a month to complete each assignment and it will normally take you 2 – 3 hours to complete. Along with watching the webinar and reading any articles or doing some online research, you should be able to complete each module by putting aside an hour a week, or four hours a month.

### What if I need more time?

While we schedule your Certificate over a 12 month period, you can ask for an extension on assignments if you have a busy workload, or are travelling or have any other issue that means you need more time. In total you can extend your Certificate up to 6 months, however you must finish within 18 months of beginning to be awarded the Certificate.

### Can I fail the Certificate?

Yes if you don't complete your assignments, then you cannot pass the Certificate! If you complete an assignment but haven't demonstrated the knowledge to pass the topic, our team will provide you with feedback and coaching and give you a chance to review and resubmit your assignment.

### How much does it cost?

All details of pricing and our intakes dates are on our website.

If you are based in the UK or Canada visit [www.elephantrtraining.com](http://www.elephantrtraining.com)

If you are based in New Zealand or Australia visit [www.elephantraining.co.nz](http://www.elephantraining.co.nz)



# Certificate in Recruitment and Talent Acquisition

## Testimonials

**Still not convinced you'll get the best learning you've ever experienced? We've had hundreds of HR, Talent, Recruitment, OD, L&D and Payroll people complete our Certificates, with 100% rating them as having significantly increased their knowledge and confidence.**

**Here are some of the comments from people who have completed different Certificates:**

This course has been amazingly beneficial and I look forward to doing another course in the near future. I was proud of each individual paper being completed as truly the best part of this study for me personally. Traditional academic study does not suit me, and this has taken the place of approx. 5+ years study.

**Amy, HR Advisor, University**

Each of the other assignments sharpened my knowledge on each subject, but the most valuable was applying it not only in the case studies but also in the workplace. This made it real and meaningful. Ongoing learning is one of the key learnings that I will take from this process.

I appreciated the constructive feedback and the additional information that was shared. This helped me to gain insight from another angle and challenged my broader thinking. The feedback was challenging and at times made me question my approach and understanding. There was clear direction on what was expected and especially in the beginning the feedback guided me as to what the panel was looking for and made me aware of "how" I was communicating in completing the assignments.

The detailed feedback also made me feel like a valued participant as I had comfort that there was a professional team assessing the assignments.

**Jacqui, Recruitment Specialist, Healthcare Sector**

I have found significant value in the OD certificate. The tools and knowledge from every module helped me to step back from day-to-day delivery and think differently about my and my team's work. It's been extremely valuable having frameworks and tools to broaden my thinking. I've also found some of the concepts have helped me grow personally as well as professionally i.e. mindful leadership (including above and below the line thinking), SCARF, positive psychology, neuroscience, vulnerability, psychological safety.

Also, my organisation has many initiatives that are driven from 'bright ideas' rather than based on data. This certificate has reinforced the method of using data and research to inform decisions. While I had mostly been working in this way, I wasn't sure it was right, given this wasn't been done widely. I've been able to influence the importance of this for the work of my team and have seen a shift in the way my team is operating and influencing data-based decisions and longer-term horizons, to truly make a difference for the organisation.

I'm also proud that I've seen significant personal and professional growth over the year. I've been able to incorporate the learning into my work and have seen the difference it's made. My manager and team have enjoyed my monthly learning updates about what I've done. I've been able to share concepts and improvement ideas with my manager, which have enhanced the way I, the team and the wider HR group works.

**Emma, OD role, Government Agency**

"The information provided was just so informative and then being able to actually apply that knowledge through the case studies is just fantastic and really helped to bed in the information. In addition, I have gone back to the information many times already to make sure I am on the right track.

The webinars, the printable slides from the webinars, the case studies, the feedback, the workshop – gosh these have been so thoroughly helpful for each and every topic!"

**Melissa, HR Advisor, NZ University**

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## Testimonials continued

“I’m most proud of completing the assignments. I was very nervous “going back to school”. I felt quite exposed submitting assignments to be marked as I haven’t done this in a long time. I understand now that I was given an opportunity to fail in a safe environment without judgement.”

**Nicole, HR Manager, Food Production Company**

“Each assignment delivered an enormous learning for me. I believe my biggest learning was from the Recruitment Strategy and processes assignment. This is an area I’m currently participating more and more in and referenced a lot of information from my assignment”.

**Helen, Learning and Development Officer, Travel Company**

“I think the one thing that has had the widest and most visible effect is that HR policies can, and should, be written simply! After doing the Writing HR policies assignment, I went through our HR policies and they are all very complicated and use a whole bunch of words that just don’t need to be there. Keep it simple! I am now going through each of our policies and simplifying the language”.

**Courtenay, HR Advisor, ITO**

“I just want to pass on feedback that your material is easy to understand and the training you offer in my opinion is by the far the most relevant I’ve seen in a very long time”.

**Rebecca, HR Advisor, Dairy Company**

“I am already seeing the value of this course from the first assignment. Thank you so much for the coaching and feedback your team provided.”

**Alvina, Junior HR Business Partner, Banking Sector**

There has been a lot learnt in all of the topics but aside from that, the biggest take away for me that has helped me every day was the way that I present information and adapting it to make it clear to Managers. This includes being more to the point, using bullet points, tables etc and just totally changing the way I word emails. This has been very beneficial to me and has also been noticed by my Manager.

The feedback from assignments was helpful as even if my answer was great, they often gave other things to think about, or other approaches to take and suggestions. This really helped challenge my way of thinking. It helped me to look at things from different aspects, broaden my thinking and think more big picture.

**Amanda, People and Culture Business Partner, Construction Company**

