

Estates and Facilities Apprenticeships Talent Attraction Masterclass

Date: Tuesday 17th May 2022

Time: 10:00 – 11:00

Venue: Microsoft Teams – [Click here to join the meeting](#)

Indeed's Recruitment Evangelist [Danny Stacy](#) will lead this session, specifically focusing on Estates and Apprenticeships. We'll discuss:

- Labour Market Snapshot - a brief review of the current labour market
- The Candidate Journey and the levers available to hire the right people
- Search Engine Optimisation - understanding the algorithm to ensure your jobs are served up to the right volume of people
- Job Ad vs Job Description - crafting attractive job content that excites jobseekers
- What Talent Wants - understanding the differing wants and needs of candidates and using this to drive success in hiring from diverse talent pools
- Q&A'