Talent Challenge

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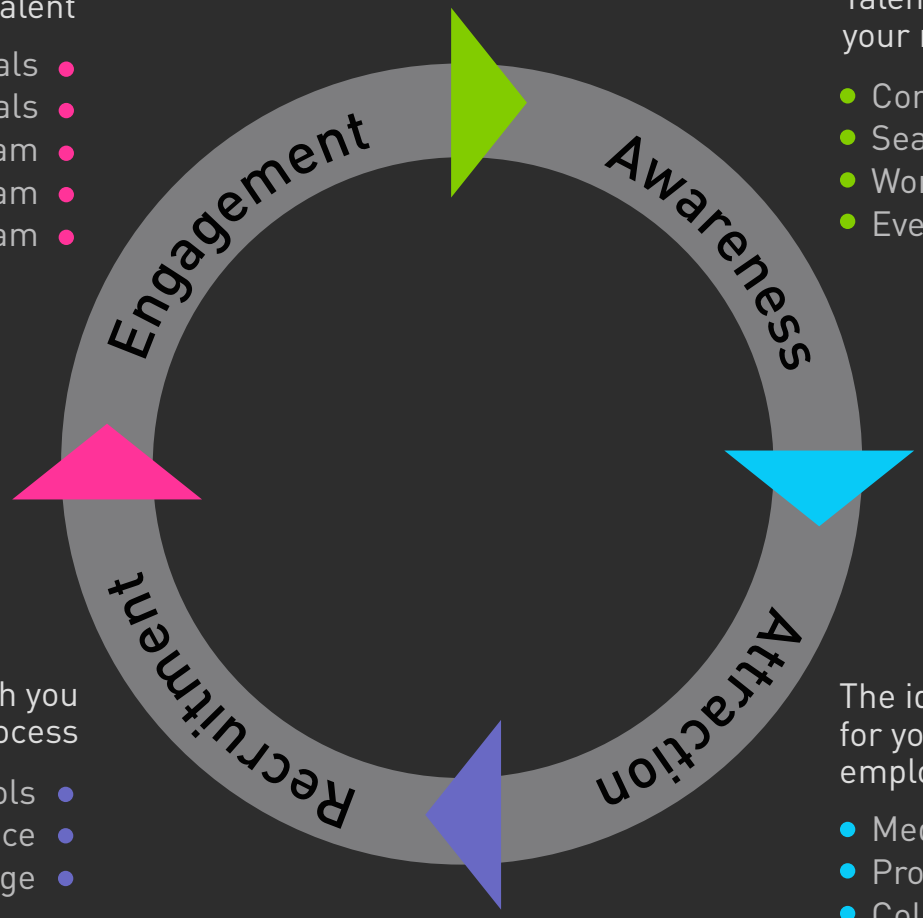
MARKETING COMMUNICATIONS

Communication plays a key part in retaining your best talent

- Induction materials
- Training materials
- Employee referral program
- Employee recognition program
- Alumni program



Talent becomes familiar with your reputation as an employer

- Consumer brand/website
- Search engine optimisation
- Word of mouth
- Events

Applicants enter a dialogue with you during the recruitment process

- Response management tools
- Candidate interview experience
- Offer package

The ideal talent wants to work for you and wants to apply for employment

- Media sources
- Profile sources
- Collateral tools

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