



Jobvite Academy is an online learning center for Talent Acquisition (TA) leaders and their teams to enhance and modernize their recruiting skills and develop more innovative action plans informed by TA best practices. Our self-guided curriculum allows your team to grow their knowledge and skills at their own pace. Let Jobvite Academy's faculty of experts in Recruitment Marketing, Applicant Management, and Effective TA Operations deliver powerful learning & development to your team. With Jobvite Academy certifications, you will know your team has the skills and competencies they need to drive success.

Traditionally, recruiters have had to learn on the job or seek learning on their own. Now TA professionals can enroll in Jobvite Academy for training and certifications to elevate their skills – so they can grow their organization and careers. Jobvite Academy provides vendor-agnostic training on critical recruiting skills, key competencies and best practices. Regardless of your role in TA, Jobvite Academy will help you learn, improve, and grow providing your organization with greater results.

## Benefits of Jobvite Academy

- Upskill and broaden the knowledge of your TA team resulting in better productivity and results
- Provide targeted and relevant training that will improve overall daily team performance
- Drive retention by investing in your team and showing them that you care about their professional development and career growth
- Apply new learnings for more effective recruiting and TA strategies

## Who Should Consider Jobvite Academy?

- Recruiters
- Sourcing Specialists
- Recruitment Marketing Specialists
- TA Operations
- TA Managers
- HR Generalists (with some TA responsibilities)

## Jobvite Academy Curriculum

With Jobvite Academy, your team members can earn certifications in any, or all, of the following Certificate Programs:

- 1 Recruitment Marketing (Available Now)
- 2 Applicant Management/Recruiting (Coming Q4)
- 3 TA Operations (Coming Q1 2022)

## Sample Curriculum | Recruitment Marketing

### EVOLVE RECRUITMENT MARKETING CERTIFICATION:

- Module 1 - Recruitment Marketing Certification
- Module 2 - Recruitment Marketing Process Areas & Maturity Levels
- Module 3 - Audiences, Personas, and Segmentation
- Module 4 - Candidate Experience
- Module 5 - AI and Technology
- Module 6 - Measuring Results
- Module 7 - Overcoming Challenges to Recruitment Marketing Optimizations

In addition to the seven (7) modules featured above, participants will also receive:

- Two (2) Workbooks
  - 1 Building audience-based marketing strategy
    - Persona checklist
    - Persona template
    - Channel distribution worksheet
  - 2 Tips for writing effective Recruitment Marketing content
    - One (1) exam to ensure course completion

## Why Jobvite Academy for TA Professionals?



- TA teams are facing conflicting pressures in an increasingly complex marketplace. Jobvite Academy will help each member address the complexity of TA today.
- TA practitioners simply do not typically have a marketing background. Recruitment Marketing is a key element of TA success, Jobvite Academy can help your team learn best practices.
- TA teams must have the right skills and technology in place. These certifications instruct them on how to combine technology with strategy for better results.
- With the right training, TA teams can become specialized experts and create actionable plans to optimize their current strategies. Grow your skills and your career with Jobvite Academy.

## The Why Behind Developing Jobvite Academy



- Jobvite is obsessed with recruiting and giving back to the TA community
- Change is a constant, so TA Professionals need to continually expand their skillset
- By providing cost-effective programs open to all TA professionals, Jobvite Academy delivers the basic training that recruiters often lack

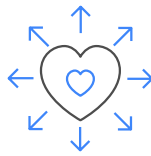
## Our Values

We at Jobvite are obsessed with recruiting and helping the entire TA community to succeed. Our commitment is to being a trusted resource for delivering the training and job-specific skills development that recruiters often lack.



### We do what we say.

Count on us.  
Period.



### We care.

About customers, job  
seekers, and our industry.  
And most of all about  
each other



### We embrace a growth mindset.

Change is inevitable,  
needed.



### We keep it real.

No politics, no fake  
agreements - only  
healthy relationships

**Jobvite Academy Registration Fee: \$350 per certification\***

Register Today at [www.Jobvite.com/academy](http://www.Jobvite.com/academy)

*\*Jobvite customers may qualify for a discount,  
contact your Jobvite Account Manager for details*

## JOBVITE

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting from first look to first promotion and beyond.