
Employer Branding and Talent Attraction

10 - 14 May 2027
Amsterdam





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Employer Branding and Talent Attraction is a five-day senior employer-brand course delivered by Mars Training Centre in London, Milan, Barcelona, Dubai, and New York — designed for heads of employer brand, talent-attraction leaders, and senior HR and marketing professionals jointly responsible for how the organisation is seen by the people it wants to hire.

For most organisations, the employer brand is no longer something HR controls. It is shaped by current employees, former employees, review platforms, social media, and the candidates the organisation has not yet hired. The senior leaders who manage employer brand well treat it as a multi-stakeholder discipline that combines marketing rigour, evidence, and the lived experience of the workforce. The ones who do not are routinely surprised by what candidates say about them.

Across five focused days, you will work through the strategy, research, content, channel mix, and measurement of a modern employer brand. The programme is delivered by senior practitioners who have built and led employer-brand functions across multiple sectors and reputational cycles.

What You Will Learn

- Define an employer value proposition built on evidence, not aspiration.
- Apply marketing-grade research to the employer-brand challenge.
- Design an employer-brand strategy linked to the workforce plan.
- Build content and channel strategies that reach target talent populations.
- Govern employer-brand presence on review platforms and social channels.
- Manage reputational risk in tight or high-attribution cycles.
- Measure employer-brand performance with credible metrics.
- Lead the joint working model between HR, talent acquisition, and marketing.
- Make a credible business case for employer-brand investment.

How You Will Benefit

You will leave with a defensible, evidence-led employer-brand playbook and a Mars Certificate of Completion.

Your organisation will gain a leader who can build the employer-brand foundation that resourcing depends on, defend brand decisions with evidence, and reduce the long-term cost of critical-skill attraction.



Who This Programme Is For

This programme is designed for:

- Heads of Employer Brand and Heads of Talent Attraction
- HR Directors with talent attraction in scope
- Senior Talent Acquisition leaders
- Internal Communications and HR Marketing leaders
- Marketing leaders working on the employer-brand side
- Senior Resourcing Managers
- Senior public-sector recruitment and brand leaders

The seniority floor is head of department and above. The programme is delivered in person over five consecutive days, and delegates receive a Mars Certificate of Completion.