

# Talent Sourcing Track

## Module 1. Technical Essentials

- Global and local IT market overview
- Types of IT companies (product, outsource, outstaff)
- Technology Stacks Overview
- Intro to technology: Languages, Frameworks, Libraries, Tools
- Types of Engineers and Projects

## Module 2. Recruitment Research

- IT Researcher in Software Development company
- TA Department Structure
- Job Description
- Search application
- Search map
- Candidate's profile analysis
- Market research
- Talent identification research
- Search queries
- Vacancy posting via GreenHouse.io



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## Module 3. Technical Sourcing

- Talent Sourcer in Talent Acquisition Team
- Sourcing strategy development
- External and internal sourcing
- Search mind-map
- Passive and active search approaches
- Search Techniques: Boolean, X-ray search, Custom Search Engine, Google Extensions, etc.
- LinkedIn Recruiter and LinkedIn Extensions
- Social networks: Twitter/ Facebook/ Instagram/ Youtube
- Messengers: Telegram/ Slack
- Professional networks: Github/ Gitlab, StackOverflow/ StackExchange
- SlideShare/ UpWork/ Gitter/ Xing
- Designers: Behance/ Dribbble/ Flink/ Codepen
- Web Scraping
- Funnel of candidates
- Sourcing metrics



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## Module 4. Copywriting and Storytelling

- Outreach campaign
- Business writing
- Triggers and Call-to-action
- Follow-up

## Module 5. Sales Pitch

## Module 6. Talent Sourcer's personal brand

- Networking
- Effective Communication
- Feedback
- Ethical rules and reputation

## Module 7. Final Project

