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| **RPK 2-6: Understanding building and maintaining of relationships with candidates** |
| **Learning outcomes:**1. Understand how to build long-term relationships with candidates.
2. Understand the importance of maintaining candidate loyalty.
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| 1. ***Understand how to build long-term relationships with candidates:***

*1.1 Explain the purposes and features of an effective communications plan.**1.2 Understand candidates’ needs, wants and expectations.**1.3 Explain the importance of balancing candidates’ needs with organisational policies.**1.4 Describe the basis on which relationships with candidates are managed.**1.5 Explain the importance of negotiating mutually beneficial solutions with candidates.**1.6 Describe the role of candidate feedback in enhancing relationships and profitability.**1.7 Explain the importance of the candidate experience when developing long-term relationships.***Mini Case Study N°16:****Taking one of the Assessment Criteria from the list above, provide an example of how you have developed your relationship with one or two candidates.****[WORD COUNT GUIDELINE APPROX 100 – 200 MAX]** **Your Study Coach Feedback (for study coach use only)**1. ***Understand the importance of maintaining candidate loyalty:***

*2.1 Explain the relationship between candidate loyalty and profitability.**2.2 Describe the factors affecting the attraction and retention of candidate loyalty.**2.3 Describe the advantages and disadvantages of the different methods of enhancing candidate loyalty.**2.4 Explain the importance of reviewing candidates’ experiences as a means of improving the recruitment process.***Mini Case Study N°17:****Taking one of the Assessment Criteria from the list above, please demonstrate how you or your organisation have worked towards improving candidate loyalty.** **[WORD COUNT GUIDELINE APPROX 100 – 200 MAX]****Your Study Coach Feedback (for study coach use only)** |