Your Student information Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Contact name |  |
| Title |  |
| Phone number |  |
| E-mail address |  |
| Company |  |
| Address |  |
| Post Code |  |

|  |
| --- |
| **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. |
| 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)** |