



**Institute *of*
Recruiters**

The Professional Body for Recruiters & HR

**Professional
Certificate in
Agency Recruiting**

(IOR Cert)

Part Qualified in HR

Online



Why IOR Professional Qualifications?

The IOR is a Professional Body providing guidance, training, education & networking opportunities to those working in Recruitment & HR. It has individual routes to qualification for HR, Agency & Internal recruiters.



**Free
Individual IOR
Membership**



Learning Centre

The IOR offers a new, advanced online Learning Centre, providing a rich learning environment



30,000
Recruitment & HR
Professionals in the
IOR Community
Be part of it



Official British Institute

The IOR has been granted official British Institute status by the Secretary of State for Business Innovation & Skills



IOR Members
HR Professionals
Internal (in-house) recruiters
Agency Recruiters



Ofqual Regulated

All IOR qualifications are officially regulated by Ofqual



Advanced Learning
The most comprehensive curriculum developed for today's recruitment market



Standards

This qualification is underpinned by the Government's National Occupational Standards

IOR



Professional Certificate in Agency Recruiting

(IOR Cert)
Part Qualified in HR

This essential qualification consists of the Certificate in the Principles of Recruitment plus extended learning, part qualifying the learner in HR



Professional Certificate in Agency Recruiting

(IOR Cert) Part Qualified in HR

This essential qualification consists of the Certificate in the Principles of Recruitment plus extended learning, part qualifying the learner in HR

£995 plus VAT per learner - Book your place NOW!

This qualification is suitable for those who are entering the Recruitment Industry, and for those already working within Recruitment wishing to gain a regulated British qualification’.

More about this qualification?

This qualification is a level 3 Agency Recruiting Qualification containing 7 units of study, created by industry experts. It provides learners with the practical knowledge and skills needed to perform the fundamental responsibilities of the modern recruitment professional.

Who is it Suitable for?

This qualification is suitable for those with no existing higher education qualifications, who are looking for an exciting career in agency recruiting, and for those already working within recruitment wishing to gain a regulated British qualification.

How will I Learn?

This qualification has been designed to be delivered to learners who may need to balance learning with a busy work schedule. It will also allow learners to apply new practical skills to their work environment while they learn.

Training will be delivered via online webinars which are split into handy bite sized sessions over a 5 month period. Alongside these webinars learners will also receive a comprehensive ‘self study’ handbook. The handbook will provide in depth knowledge and practical exercises which learners can undertake within the workplace.

Once learners have successfully completed the qualification, they can then go on to any IOR Professional Diploma in Recruitment (for Internal Recruitment the Social Media module is required) or complete 4 additional HR modules to gain the IOR Certificate in Principles of HR Practice. See the IOR Career Map for more information.

Optional units can also be purchased in:

- Social Media
- Ethical Headhunting
- Recruitment Process Outsourcing (RPO)
- Leadership & Management

7 Units of Study:

Professional Certificate in Agency Recruiting (IOR Cert) Part Qualified in HR

This qualification consists of the Certificate in the Principles of Recruitment plus extended learning, part qualifying the learner in HR

Candidates must achieve all 7 Mandatory units, providing 32 credits

Min credit (Mandatory units): 32

Max credit (Mandatory units): 32

Min credit (Optional units): N/A

Max credit (Optional units): N/A

Min GLH for qualification: 139

Max GLH for qualification: 139

Mandatory Units

Unit No.	Unit Title	Level	Credit Value	Guided Learning Hours
1	Understanding the Recruitment Market	3	4	15
2	Understanding Recruitment Operations	3	4	15
3	Specialist Recruitment Techniques	3	6	39
4	Understanding the Principles of Assessing People	3	4	15
5	Understanding Sales for Recruitment	3	4	15
6	Understanding Relationship Management in Recruitment	3	4	15
7	Understanding Legal & Ethical Requirements in Recruitment	3	6	25
			32	139

Optional units can also be purchased in:

- Social Media
- Ethical Headhunting
- Recruitment Process Outsourcing (RPO)
- Leadership & Management

Certificate Curriculum

Unit 1 - Understanding the Recruitment Market (ref RECP5)

Aim - This unit aims to develop your learning and understanding of the recruitment industry, key factors that affect candidates and clients and the importance of agency branding in today's competitive and changing market.

- The history and evolution of the recruitment industry
- Understanding different recruitment models and services
- The Business Hiring Guide Overview
- Identifying common criticisms of the industry from candidate and client perspective, and how your role is fundamental to raising standards
- Identifying potential opportunities by analysing the recruitment market and your organisation's market share
- Agency Branding & Marketing

Unit 2 - Understanding Recruitment Operations (ref RECP4)

Aim - This unit aims to develop your understanding of the nature of the recruitment industry, recruitment business operations and finance. In addition you will learn what is required from an Agency Recruiter to achieve personal targets and a return on investment for your organisation.

- Managing the end to end recruitment process
- The role and responsibilities of a recruitment professional
- The Career Map
- Understanding your targets and commission structures
- How to monitor and evaluate your

performance against targets and build action plans

- Day planning & time management
- Key characteristics and business acumen of an effective consultant
- The latest techniques in Emotional Intelligence & Resilience
- Understanding finance in your role and the importance of business profitability

Unit 3 - Specialist Recruitment Techniques - Specialist Recruitment Techniques (extending your service and identifying new revenue streams (IOREXT1)

Four key areas of the recruitment process can add significant value to an agency client base, Strategy, Attraction, Selection & On-boarding.

Every business must have a recruitment strategy, one which aligns with the business needs and also provides a cost and time effective way to recruit top talent into their organisations. This unit explains what these services are and how to practically offer them to clients.

- New Revenue Streams and how to promote them to clients
- The factors that impact an organisations recruitment and selection strategy
- Salary benchmarking
- Industry skills analysis
- Developing a recruitment policy and end-end process for clients
- Job analysis, creating role/person specifications & writing compelling job adverts
- Developing Recruitment communications & the Candidate Psychological Contract
- Proactive candidate sourcing strategies,



networking & social media

- Gaining referrals and business leads from your candidate network
- Sourcing and Approaching passive candidates – ethical ‘head hunting’
- Overview of Employment Branding and the use of Social Media for attraction
- Building a talent pipeline
- The selection and offer process including approaches to relocation
- The purpose of On-boarding & Induction Programmes
- An overview of Graduate recruitment programmes
- Talent Management practice in organisations

Unit 4 - Understanding the Principles of Assessing People (ref RECP6)

Aim - This unit aims to develop your understanding of the latest techniques to Assess and Select talent in the market. This unit is essential for recruiters to select the right talent for their clients and maximise the Candidate experience.

- Planning candidate assessment
- Understanding the advantages and disadvantages of the range of assessment tools available
- The importance of validity and reliability in assessment
- Screening, candidate qualification and interviewing skills
- Biographical and competency based Interviewing
- Creating and conducting Assessment Centres
- Essential Law and Legislation to consider when assessing people
- The use of reasonable adjustments in candidate assessment

- Candidate referencing – DBS, Bankruptcy, Formal Qualifications, Right to Work (RTW) and other essential checks
- Note taking and robust record keeping requirements
- Candidate feedback in the assessment process

Unit 5 - Understanding Sales for Recruitment (ref RECP1)

Aim - The aim of this unit is to understand the preparation of sales activities in the recruitment industry, the recruitment sales cycle and techniques. In this unit you will learn the fundamental principles of preparing and executing sales activities to build a client portfolio and sales pipeline.

- Understanding the Importance of a business development strategy
- Mapping your market & identifying multiple points of contact within prospective companies
- Identifying routes to market – new ways to find business
- Selling your service and differentiating yourself in a competitive market
- Different selling ‘styles’ and their impact on sales success
- Achieving multiple call objectives and maximising your time
- The importance of planning and research to build credibility with clients
- Objection prevention and objection handling
- Effective questioning and closing techniques
- Negotiation techniques and tactics

Unit 6 - Understanding Relationship Management in Recruitment (ref RECP3)

Aim - This unit aims to develop your understanding of the use of networking tools and the development and maintenance of consultative relationships with clients and candidates. It also explains how to manage the latter stages of the process to a successful conclusion, managing expectations within the recruitment process and how you can pre-empt problems before they arise.

- Networking activities in recruitment
- Using LinkedIn to build your network
- How to create and manage your personal brand
- Building consultative relationships with candidates and clients
- Using market insights to create client loyalty and commitment
- Creating opportunities for client account development – selling Recruitment Solutions - exclusivity, sole supplier, retained services
- Taking an effective job specification from the client
- Monitoring client satisfaction
- Planning and structuring face to face meetings with clients
- Managing the interview to offer process
- Managing candidate expectations, ratio analysis and pre-empting problems within the candidate process
- Gaining candidate commitment and exclusivity
- Extending the service offering to candidates

Unit 7 - Understanding Legal and Unit Ethical Requirements in Recruitment (ref RECP3)

Aim - This unit helps you understand employer and employee statutory rights and related requirements. It explains how recruitment-related law and ethical considerations affect the conduct of business in the recruitment industry.

- Understanding the laws which affect the recruitment industry and governing organisations
- Ensuring legal compliance within recruitment
- Understanding employment law within recruitment
- Understanding agency workers rights and regulations
- Duties, rights and responsibilities of employers and employees
- Organisational policies and procedures
- Organisational principles and codes of practice
- Understanding the recruitment compliance cycle



Institute of Recruiters - IOR

The Professional Body providing guidance, training, education & networking opportunities to businesses and those working in Recruitment & HR.

web: www.theior.org.uk

email: support.team@theior.org.uk

call: 0871 288 2108

© Institute of Recruiters - IOR 2014

To re-use this information (not including logos) free of charge in any format or medium, write to:

Institute of Recruiters
76 Manchester Road
Manchester M34 3PS
Company Reg: 07575583
VAT No: 117 9788 66
or email: support.team@theior.org.uk

Any enquiries regarding this publication should be sent to:
Institute of Recruiters
76 Manchester Road
Manchester M34 3PS