

**FREE EMPLOYER WEBINAR:
RETHINKING HOW YOU HIRE**

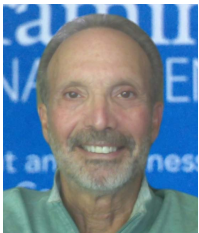
Championing Your Employee Brand as a Recruitment Strategy



*Why would someone work for your organization?
What value do you offer that attracts job applicants
and retains your current employees in today's
competitive job market?*

"Championing Your Employee Brand as a Recruitment Strategy" presents the idea that — whether you are an established business owner, senior manager, or human resources professional — you must be the leading advocate for your business. In the clutter of the employment marketplace, you must present your company's brand value to generate interest and stand out to job applicants.

The **Greater Raritan Workforce Development Board**, working with business and management consultant **John Aramini**, invites business leads in Hunterdon and Somerset Counties to this **free** recruitment strategy webinar. Participants will leave the session understanding the employee experience as a component of their brand description with practical ideas to integrate it into the employee recruitment and selection process.



John Aramini is the owner of Aramini Management, a business and management consulting practice. Aramini assists organizations in the corporate, educational and nonprofit arenas execute management and operational practice improvements to attain their goals and to better engage their customers and staff. Company size ranges from the solopreneur to large organizations.

**WEDNESDAY
August 24, 2022**

11:00 AM

To register, use the QR code



or this link:

<https://bit.ly/3S5Wlup>

*The event link will be
provided to registrants upon
completion of the RSVP.
Questions? Contact GRWDB
Director Paul Grzella at
908-541-5790 or email
info@thegrwdb.org.*

Greater Raritan
Workforce Development Board

