

# TA Fundamentals: AI, Talent Attraction and Digital Recruitment Tools

Artificial Intelligence and digital hiring technologies are reshaping how organisations attract and engage talent. This course is ideal for TA and HR professionals who want to stay ahead of the market by understanding the latest AI-powered tools, branding techniques, and best-practice approaches to talent attraction and candidate experience.



Reduce time-to-hire, strengthen employer brand, and attract the best talent.

The recruitment landscape is evolving rapidly. AI, automation, and analytics are creating smarter and more efficient hiring workflows, while strong employer branding and effective career websites are now essential to engaging and converting top candidates.

This session provides practical insights into how AI technologies and recruitment platforms can be integrated into your hiring process, how to elevate your talent attraction strategy, and how to build a compelling online presence through effective branding and career site design.

This course offers a modern, practical approach to recruitment technology, digital attraction and branding, and best-practice candidate engagement.

This includes:

- The role of AI in Recruitment and HR
- Current technological trends and tools
- Employer Branding, storytelling and attraction techniques
- Career websites, conversion and candidate experience
- Ethical, compliant, and responsible use of AI
- Practical improvements to modernise TA workflows

This online interactive workshop includes opportunities to discuss real TA challenges, share experiences, and receive practical, personalised guidance.

## Target Audience

This session is designed for TA and HR professionals—both new and experienced—who want to deepen their understanding of AI, recruitment technology, digital attraction, and employer branding. It's also suited to those responsible for improving candidate experience or enhancing career site effectiveness. Anyone looking to stay current with modern recruitment trends and use AI responsibly and ethically will benefit from attending.

## Key Learning Outcomes

- Understand the role of AI in modern recruitment and HR
- Explore current and emerging AI technologies shaping TA
- Learn how to use AI responsibly, ethically, and compliantly
- Discover leading recruitment tools, platforms, and automation options
- Strengthen employer branding through messaging and storytelling
- Identify what makes an effective, high-converting career website
- Improve candidate experience through design, language, and personalisation
- Enhance accessibility, inclusion, and fairness in digital hiring
- Apply practical tips to modernise recruitment workflows and candidate engagement



## Other Course Information

- Online, interactive workshop
- Half day course – 9.00am to 1.00pm.
- Workbook included to keep and use after training.
- Bonus pack of HR Tech links, tools and TA networking groups
- Certificate of completion for all participants.

## Your Trainer

Visit our [WEBSITE](#)

Hill Consulting



### Rachel Hill - Director

See bio on our website

Rachel consults to leading organisations across Australia and New Zealand.

Check out more of her work at [Hill Consulting HRS](#)

#### Need to secure a place and receive an invoice?

Please contact Rachel Hill [rachel@hillconsultinghrs.com.au](mailto:rachel@hillconsultinghrs.com.au) or DM her on LinkedIn.

**For more than five people** - Inhouse courses available for TA teams and or Hiring Managers. [Contact Us](#) for an initial chat.

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