



## Jobvite Engage: Advertising & Marketing

The creative sourcing solution that finds, tracks, and manages talent to keep you ahead of the game.

**Jobvite**

information@jobvite.com

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As any recruiter in Advertising & Marketing can tell you, today's creative candidates move quickly. In fact, the job market is so competitive that you often need to pinpoint prospects with the right creative skill sets *before* you even have open requisitions.

Jobvite Engage takes an innovative approach to sourcing that enables you to gather and cultivate a lasting talent pool, so you always have quality creative prospects on hand. With Jobvite Engage, you can easily attract, search for, manage, and communicate with sought-after talent, whether they come from referrals, social networks, Web searches, or resume databases. Jobvite Engage provides intuitive, easy-to-use tools and applications that make sourcing seamless, automatic, and smart. As a result, you can capture the interest of high-caliber candidates ahead of competitors, and ultimately hire the talent you need.

## Highlights

### Candidate relationship management.

Jobvite Engage is a sophisticated but easy-to-use system for managing candidate and prospect relationships. Much like a Customer Relationship Management (CRM) system, Jobvite Engage lets you interact and communicate with prospects as you would with customers—so you can keep them interested in a competitive market and continue reinforcing your employment brand.

### Centralized system.

Eliminate haphazard spreadsheets and other ineffective means of managing your prospects. Jobvite Engage puts all your valuable talent information in one easily managed database, or talent pool. With Jobvite Engage, you can quickly import resumes, portfolios, and other data to create searchable, filterable

prospect records. You can then use Jobvite Engage to mine your talent pool for specific traits or skills as needed. Jobvite Engage tracks every interaction with a prospect, so you're always updated on current status. And, when you're ready to recruit someone for a specific opening, you can seamlessly convert prospects to candidates by integrating Jobvite Engage directly with your Applicant Tracking System.

### Impactful communication campaigns.

Show candidates that your agency is worth their continued interest. With Jobvite Engage, you can craft and schedule extremely creative communication campaigns—using web pages, email, or social media platforms. Then track the success of these campaigns using detailed analytics dashboards and reporting features.

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# Jobvite Engage Features

## Talent Search & Capture

Save time and get straight to the creative candidates you need with centralized web and resume database search technology.

- Search across the web for talent within Jobvite Engage, and easily add relevant profiles to the talent pool; support full Boolean search.
- Search hundreds of resume databases within Jobvite, and add prospects to the talent pool
- Schedule search agents to produce results for any time frame; score and rank results based on matching technology
- Enable any user in the system to email a resume to [talent@jobvite.com](mailto:talent@jobvite.com) and create a new prospect entry, which includes referral information

## Import Tools

Quickly build your talent pool with collected profiles, portfolios, and resumes, so you can organize and engage with prospects immediately.

- Easily import up to 1,000 resumes at a time, using drag-and-drop functionality or web profile URLs. Automatically parse resumes and web profiles into prospect records.
- Use the CommunityBuilder App to import resume/profile information, contact information, and other details directly from any publicly available web page, and automatically create a prospect record
- Simultaneously include notes and tags, and add prospects to a campaign, whenever and however they are imported

## Prospect Records and Management

Easily manage and navigate prospect portfolios and other information from all sourcing activities.

- Customize prospect record fields to include all data relevant to your company's or agency's sourcing requirements and workflows.
- Access prospect information quickly and intuitively using an innovative tab-based interface that puts data right at your fingertips
- Tag prospects, keep activity logs and reminders, and have complete pipeline visibility and control
- Search records based on any included fields. Boolean search queries are supported. Results can be sorted and filtered by status, source and location.
- View web profiles in real time including LinkedIn profile information, Twitter feeds, and Google results—all at your fingertips
- Message talent directly or add them to campaigns
- View the complete history, including source, status, messages, and associated applications, of each record

<p><b>Jobvites</b></p> <p>Send information about job opportunities to anyone in your talent pool.</p>	<ul style="list-style-type: none"> <li>• Create Jobvites — personal job invitations — using straightforward templates and customized messaging</li> <li>• Track Jobvites in detail to identify source information</li> </ul>
<p><b>Jobvite Publisher</b></p> <p>Automate social recruiting broadcasts on Twitter, Facebook, and LinkedIn.</p>	<ul style="list-style-type: none"> <li>• Create custom schedules to automatically send Jobvites or status updates to multiple social networks</li> <li>• Automatically track sourcing data using built-in social media integration</li> </ul>
<p><b>Jobvite Facebook App</b></p> <p>Help your current employees easily share jobs on Facebook to further augment your talent pool.</p>	<ul style="list-style-type: none"> <li>• Give employees the ability to install the Facebook application themselves</li> <li>• Automatically match employees' Facebook friends to open jobs at your company</li> <li>• Allow employees to privately invite potential candidates to apply for jobs in just a few clicks — or enable referrals to apply for jobs directly within Facebook</li> </ul>
<p><b>Work With Us Facebook App</b></p> <p>Easily leverage your company's Facebook presence and fan base to market jobs within Facebook Pages.</p>	<ul style="list-style-type: none"> <li>• Create a career site within your company's Facebook Page, for as many Pages as you have</li> <li>• Configure job listings by subsidiary, category and location</li> <li>• Let employees refer their connections directly to the Work With Us app to find and apply for jobs</li> </ul>
<p><b>Facebook Social Jobs App</b></p> <p>Further expand your social networking reach by tapping into this popular Facebook application.</p>	<ul style="list-style-type: none"> <li>• Post and distribute jobs on Facebook's Social Jobs App</li> <li>• Enable employees to easily refer connections to the app, and track their referral sources</li> </ul>
<p><b>Email Campaigns</b></p> <p>Remain competitive by engaging creatively with prospects by email to retain their long-term interest.</p>	<ul style="list-style-type: none"> <li>• Create creative messages in HTML and/or simple text, and optionally configure with requisition information</li> <li>• Leverage robust tracking and engagement metrics to chart your campaign success; support multiple URL tracking</li> </ul>

<h2>Web Page Campaigns</h2> <p>Create engaging experiences for passive candidates and easily build talent pipelines.</p>	<ul style="list-style-type: none"> <li>• Use a WYSIWYG web page creator with included templates for easy page creation</li> <li>• Send traffic to candidate-friendly, Jobvite-hosted, branded landing pages</li> <li>• Further leverage pages for any of your external sourcing and recruiting events</li> </ul>
<h2>Recruiting Intelligence</h2> <p>Use insightful analytics to track your sourcing progress.</p>	<ul style="list-style-type: none"> <li>• Use real-time metrics to quickly see the success of your communication campaigns and track your prospect sources</li> <li>• Apply what you learn to make smarter decisions that improve your sourcing tactics</li> </ul>
<h2>Reporting</h2> <p>Create informative reports that demonstrate sourcing success and candidate conversions to executive leadership.</p>	<ul style="list-style-type: none"> <li>• Create Sourcing Summary Reports for statistics on how your company is using Jobvites, including how many are sent and forwarded, and which channels are used</li> <li>• Easily generate reports using pre-built templates to track information that matters most to your company</li> <li>• Schedule reports, and export them to Excel</li> </ul>
<h2>ATS Integration</h2> <p>Leverage your existing recruiting technology investments to maximize your limited resources.</p>	<ul style="list-style-type: none"> <li>• Integrate directly with any modern ATS</li> <li>• Deliver prospects right to the application process on career sites when you find a potential match</li> <li>• Track candidate interactions, and automatically import and update company job information</li> </ul>

## About Jobvite

Jobvite is the leading recruiting platform for the social web. Today's fastest-growing companies use applicant tracking, recruiter CRM and social recruiting software solutions from Jobvite to target the right talent and build the best teams. Jobvite is a complete, modular Software-as-a-Service (SaaS) platform which can optimize the speed, cost-effectiveness and ease of recruiting for any company. For more information, visit [www.jobvite.com](http://www.jobvite.com).

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