

# NEOED

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## ATTRACT

RECRUIT

A part of the Recruit module, Attract is a **candidate relationship manager (CRM)** providing the tools to capture candidate leads, manage relationships, automate communications, and measure recruiting data.

## BUILD AN ATTRACTIVE BRAND

Employers of choice have a strong presence in the applicant market. Promote your organization with Attract's easy-to-use tools, and access new channels for capturing candidate leads.

- Create custom landing pages to highlight departments, events, or initiatives at your organization
- Create forms and calls to action on your website to easily capture candidate contact information
- Eliminate the need to manually collect candidate information at recruitment events
- Source a wider range of active and passive candidates by leveraging new channels

## INTEGRATE DIRECTLY WITH INSIGHT

### ATTRACT

- Landing Pages
- Forms
- Events
- Sourcing
- Lead Profiles
- Campaigns
- Talent Pools



### INSIGHT

- Job Reqs
- Interviews
- Job Postings
- Selection
- Applicants
- Offers/Hires
- Screening
- Reporting

## ENGAGE WITH CANDIDATES EFFECTIVELY

Manage all leads in a single, cloud-based location. Cultivate positive relationships with candidates so they're eager to apply when the right job becomes available.

- Convert candidates into new hires with timely and effective communication tools
- Tag candidates and organize them into talent pools for quick searchability
- Contact candidates with personalized messaging about upcoming events or jobs
- Launch email campaigns to communicate information to candidates individually or in bulk

## ACCESS RECRUITMENT ANALYTICS

With Attract, reporting and ROI results are tied to candidates from start-to-finish to measure the impact of recruitment initiatives.

- Report on critical recruiting metrics like the open, click, and conversion rates of your emails and landing pages
- Track job seekers across the candidate lifecycle, from lead to hire
- Measure ROI by tracking applicant leads from events, emails, landing pages, articles, etc.
- Use data to inform future decisions and recruiting efforts

## AUTOMATE RECRUITING COMMUNICATIONS

Our virtual recruiter lets you source candidates from past hiring cycles, events, social media, etc., so you can better recruit top candidates for positions across the organization.

- Use our candidate database, SchoolJobs.com, to find people near you interested in education careers
- Set parameters for automatic email outreach to varying types of candidates
- Keep runner-up candidates informed of new openings so they can quickly apply
- Automate email sends to past eligible applicants when a new position is available

## CAST A WIDER NET WITH VIRTUAL RECRUITER

Candidates on eligible list for jobs with the same job description

Candidates that applied for similar jobs at your organization

SchoolJobs.com candidates that applied for similar jobs at other organizations

SchoolJobs.com candidates that have no applications