Empower — RECRUITMENT MARKETING CENTRALIZED PORTAL

FOR ALL YOU HAVE, THIS IS ALL YOU NEED.

Empower is your centralized portal that consolidates, organizes and shares all the resources recruiters need to attract, engage and connect with candidates. Increase your usage and impact by actively managing your inventory. Generate more results from your existing assets.

Organization
Consolidate all assets in one place whether they are videos, documents, forms, presentations, graphics, posts, links to microsites, articles or registration pages for efficient access.

Accessibility
Find exactly what you need by title or topic using the multi-level tagging and advanced search capabilities for all your recruitment marketing assets.

Sharing
Leverage all your assets with a single click whether it is via social media, attached to an email, shared internally, downloaded, copied, linked or embedded.

Analytics
Know which assets are being used, where, how and by whom so you can focus your future investments where they will generate the most result.

Collaboration
Build knowledge by enabling recruiters to upload and contribute resources they have created expanding expertise to the entire team.

Quality Control
Designate approval privileges to ensure all assets are appropriate and meet company guidelines. Establish expiration dates to keep assets current.

Coaching
Give visibility to the recruiters actively sharing resources and coach new recruiters to repeat success. Create teams and track performance for gamification.

Training
Create a training hub by designating "for internal use only" and keep recruiters up to date on product, process and policy changes, manuals and other information they need to succeed.