



# City of Anaheim, CA

## Using Insight's Job Boost Feature to Secure More Applicants

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### WHY THEY CHOSE NEOGOV

Prior to implementing NEOGOV's applicant tracking system, Insight, the City of Anaheim used an inefficient, manual hiring process.

"The City of Anaheim is the tenth largest city in the state of California and we have over 600 active classifications," Senior Human Resources Analyst for the City of Anaheim, James Murray said. "Prior to NEOGOV, the applicant tracking process was all paper-based."

When searching for a solution to automate and streamline their hiring process, the City chose NEOGOV. "When the City of Anaheim was selecting a new applicant tracking system, it came down to usability and the fact that a lot of other agencies were utilizing NEOGOV more and more," Murray said. "NEOGOVS is becoming, in essence, an industry standard."

## BOOSTING FOR MORE APPLICANTS

To fully utilize their applicant tracking system to attract qualified applicants, the City activated the Job Boost feature within Insight's Online Hiring Center (OHC). The feature calculates the target number of applicants needed to fill every role with a qualified, eligible hire by analyzing historical public sector hiring patterns, and makes it possible to promote jobs that need additional applicants.

If the job is predicted to miss the target number of applicants, recruiters can "boost" the job which prominently promotes it across their choice of job boards, such as GovernmentJobs.com, Indeed, and ZipRecruiter. By enabling recruiters to feature postings on multiple job boards from within the system, Insight can guarantee selected jobs will get more views with ease and convenience.

"We advise our hiring managers on where they need to advertise to attract more hits to our jobs," Murray said. "One of our most popular recommendations is to use Job Boost, which places our job postings at the top of the search results. We can see an immediate return on investment for as low as \$125."

According to Murray, boosting on GovernmentJobs.com is the most fruitful external source for generating applicants to apply for City of Anaheim positions.

The City sees the benefit of the Job Boost feature particularly for continuous job postings.

"To continuously recruit candidates, many jobs need to stay open longer than the typical two weeks. With Job Boost, we continue to get relevant applicants, whether the job has

been posted for one day or 60 days, because it is always one of the first jobs applicants see," Murray explained.

Although the City of Anaheim has been using Insight for many years, the newly released Job Boost feature has been a game-changer. By empowering HR to rapidly add more candidates to the pipeline when needed, they're able to speed up their recruiting efforts.

"The benefit of boosting jobs to GovernmentJobs.com is very clear. It's a very easy sell. Public sector job seekers are already there and we know our job will pop up at the top," Murray said.

*Job Boost places our job postings at the top of the search results.*

**JAMES MURRAY, Senior Human Resources Analyst**

Anaheim, CA