

USING TECHNOLOGY TO CAST A WIDE NET TO OVER 8,000 POTENTIAL NEW APPLICANTS



CHALLENGE ONE

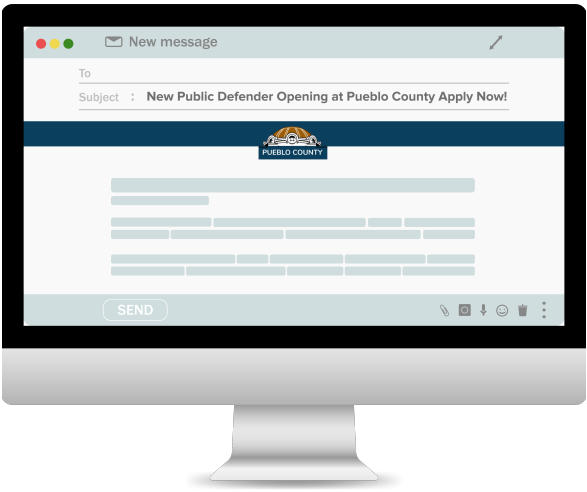
Difficult to reach and connect with previous applicants.

In the past several years, thousands of people have applied for jobs at Pueblo County. The HR team had no easy way to reach out to this growing database of potential applicants when new positions were posted.

✓ OUTCOME

Ability to cast a wider net to over 8,000 potential candidates.

Previous applicants are organized into pools and Virtual Recruiter automatically emails the candidate database when a position they are eligible for is posted.



CHALLENGE TWO

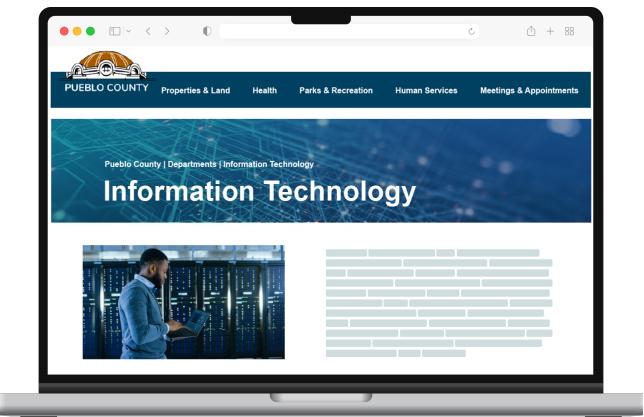
Editing and updating their careers page required IT help.

Their careers page did not provide information about individual departments or outline the benefits of working for Pueblo County. Job seekers with any department specific questions had to wait for a response from the HR team. There was no way to connect directly with individual hiring managers.

✓ OUTCOME

Custom, department specific career pages — built and edited in minutes.

Job seekers have the ability to learn about the benefits of the specific department they are applying for. HR can update each page in real-time based on what resonates the most with potential candidates. Contact information is accessible on each individual career page, making it easy for candidates to get questions answered directly from hiring managers.



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“Attract makes it easy to reach and connect with candidates. It allows us to be flexible in our recruiting efforts to meet each department's unique needs.”

-Traci Steffy, Deputy Director of Talent & People Services
Pueblo County, Colorado

THE SOLUTION

Attract by NEOGOV is a candidate relationship manager (CRM) built for public sector agencies. Attract helps you stand out as an employer of choice, get more qualified applicants, and measure which efforts lead to the most applicants and hires.