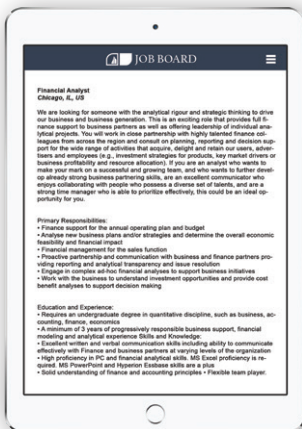
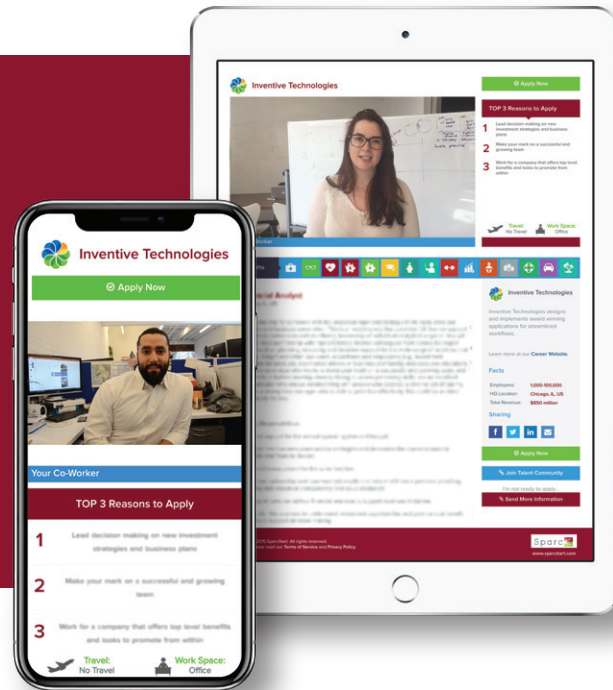
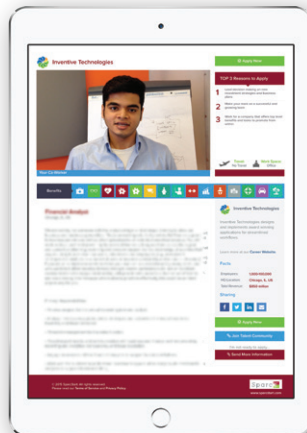


What is a Sparc?

A Sparc is an enhanced job description that uses video to show the actual people the candidate will work with. They're compelling, shareable, authentic and easy to make. Sparcs are essential to any organization that wants to maximize their job marketing reach, targeting and budget, while creating a candidate experience that excites and engages potential hires.



vs.



Why do we need Sparcs?

Job descriptions don't tell the whole story. Sparcs create a real connection between the right job and the right person. The video-powered job profiles engage candidates while increasing the reach and potential of your openings. Candidates respond when they can see, hear and connect with your people and opportunities.

How do Sparcs engage candidates?

Sparcs create engaging content that differentiates your jobs, adds a human connection and makes the jobs shareable and visible with an easy-to-use, scalable platform that is integrated with your ATS.

With Sparc candidates will...

View

2X

as long

Share

4X

more often

Respond

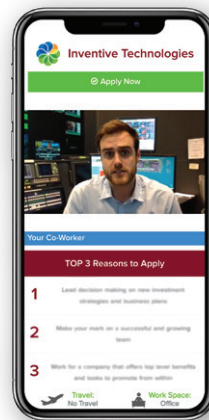
8X

as often

Sparcs attract the right candidates to your jobs and improves your efficiency and results.

How do we use Sparcs?

Sparcs make attracting talent more effective. Each Sparc has a unique URL that you can share on social media and in emails, InMails and other candidate outreach. You can add Sparcs to your corporate career site for greater engagement.



SparcStart's social media integration multiplies the reach of your job posting.

How do we control quality?

The SparcStart platform is a sophisticated content management system that automatically routes each uploaded video to the correct Sparc with its designated approver. No video will be added to the Sparc until it is reviewed and approved.

How does SparcStart integrate with our current systems?

SparcStart is a cloud based platform that seamlessly integrates with your applicant tracking system and career site.



For more information go to: www.SparcStart.com