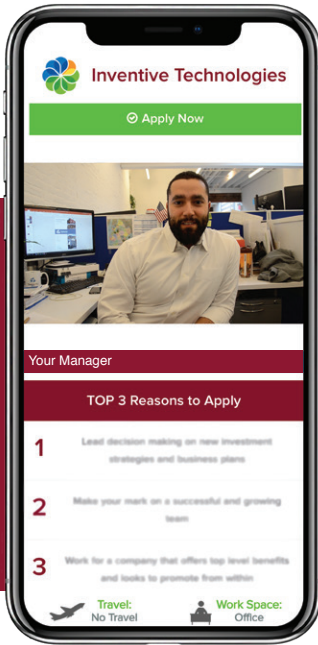


Topics for Hiring Managers

What is a Sparc?

A Sparc is an enhanced job description that uses the power of video to connect candidates to the job. The video allows you to talk directly to candidates and interest them in your opportunity.



Why use Sparcs?

Sparcs attract the right candidates. They are easily shared on social media, increasing visibility and the response rate of qualified talent.

Employees are the source of the most impressive and useful information. Candidates want to hear from you.

What should I talk about?

Here are a few topics you can talk about in your 20-second clip. Pick one or two and give a brief answer.

- What will they learn from this job?
- What impact will they have?
- What will the candidate's responsibilities be?
- What kind of person thrives here?
- What is the work environment?
- Why is this a good career move?
- What are some of the challenges of the job?
- What is your management style?
- What are you looking for in a candidate?
- What would a candidate want to know?

Remember: This is just an introductory clip. The video doesn't have to be perfect. Don't try to memorize or read a long answer, just imagine you are talking to a potential candidate.