

Which would you choose?

Written job descriptions sound and look the same, failing to spark interest in qualified candidates.

Sparc lets candidates “meet their boss” through 20-second video clips embedded in the job description so they connect with the opportunity.

Sparc automates the creation, approval and insertion of video clips into your job descriptions to make your jobs stand out and increase qualified applicants.

THE RESULTS ARE DRAMATIC

+60%

Conversion of visitors to applicant

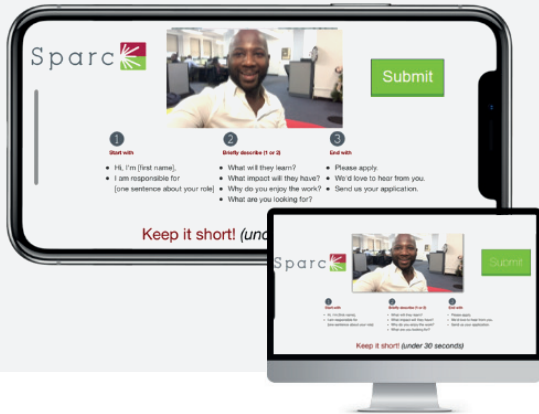
+41%

Applications by diverse candidates

+245%

Time spent viewing page

Reduce your top-of-funnel costs by converting more visitors to applicants with video-enhanced job descriptions



Humanize your jobs with video-enhanced job descriptions to increase candidate connection.



“Meet Your Boss”

Connect with candidates using 20-second video clips of the hiring manager and team. Your job instantly becomes special and different from all the competition.



Secure Approvals

Each video is held behind a firewall until the designated approver reviews and approves it. You don't have to worry about rogue videos or messages that are off brand.



Social Media Engagement

Sparcs generate social media posts so you have visually interesting and highly-clickable social media content. Visibility and engagement attract the target audience.



Enhanced Career Site Postings

Sparcs automatically embed hiring manager video into your career site postings and increases application rates by 60%. Candidates spend more time on the page and learn about the job.



Microsite for Every Job

Autogenerated landing pages give you outbound marketing content to share in InMails, emails and all your outreach. Candidates respond to multi-media presentations.



Tracking and Reporting

Sparc's dashboard, reporting suite and downloadable reports let you track every Sparc's performance and team activity. Measure your ROI across jobs, teams and more.



Easy Recording for Employees

SparcStart's patented video capture process allows your employees to record and submit videos without downloading an app or wrestling to upload large files. You get easy adoption.



Team Sharing

One-click sharing by the hiring manager and team gives you visibility in a candidate-rich environment. The hiring team is connected to people with similar credentials.

