ICIMS Employer Branding

Build your employer brand with a modern, AI-enabled career site

ICIMS Employer Branding

A comprehensive solution to strengthen your reputation
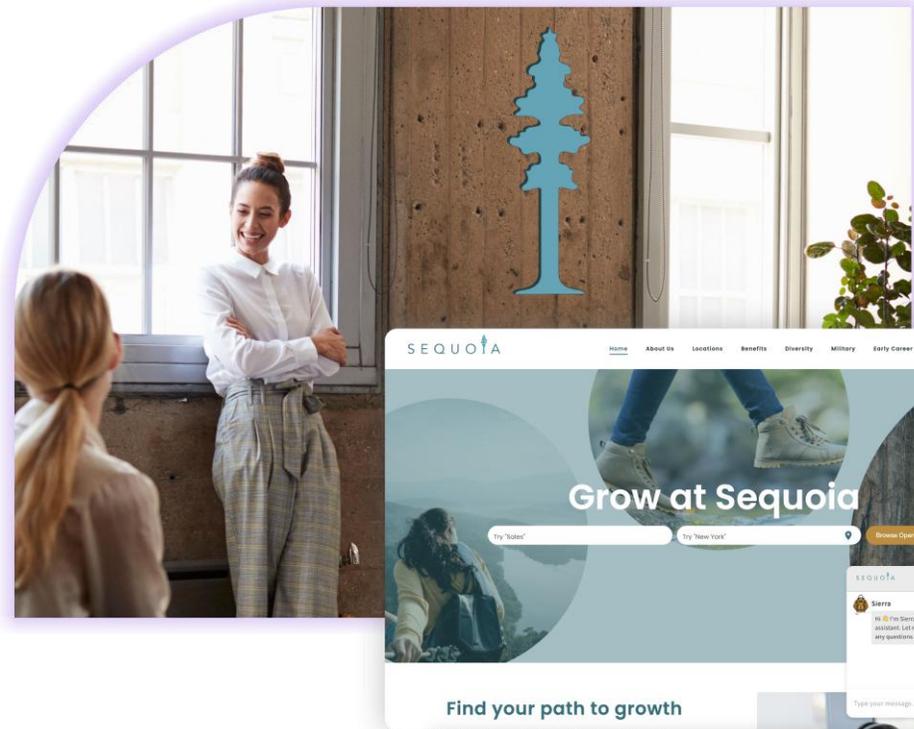
55% **Increase in applications**
for SiteOne

85% **Decrease in cost-per-hire**
for Rydon

2M **Savings in agency spend**
for EagleView

Until now, most organizations have had two options to promote their employer brand. They could go with their HCM provider — convenient, but a recipe for a lackluster candidate experience. Or they could select a specialized, TA-focused solution. However, these can get over-complicated quickly, wasting recruiters' time and requiring IT help to make even simple changes.

Neither approach effectively attracts and converts qualified applicants.

ICIMS Employer Branding is different. It offers a comprehensive solution that strengthens your reputation, delivers long-term ROI, improves the quality of your candidate pool and helps foster internal mobility.

ICIMS

Attract and convert top talent with your career site

Create experiences designed to resonate with your ideal candidates.

AI-powered recommendations

Your resume has been successfully uploaded

Based on your resume, here are some personalized job recommendations:

⭐ Top recommendation
Customer Support Agent — Full Time
📍 Remote

⭐ Top recommendation
Technical Support Agent — Full Time
📍 Remote

Customer Success Manager — Full Time
📍 New York, NY

Relationship Manager — Full Time
📍 Washington, DC

KEY BENEFITS

Create modern internal and external career sites that reflect your culture

- Configurable career site templates
- Self-service content management system (CMS)
- Copilot translation and SEO assistant

Engage talent with an AI chatbot

- Instant and accurate responses to candidate questions 24/7
- Qualification screening
- Interview scheduling

Deliver personalized job recommendations

- AI-powered job matching
- AI-enabled similar job matching
- Featured jobs

Make mobile job search fast and easy

- Mobile-optimized sites
- Conversational job search
- Accessibility features

Speed up and scale with an AI chatbot

Provide automated, personalized candidate experiences that lead talent from "hi" to "apply."

AI chatbot

Hi Sarah, what kind of role are you interested in applying for?

Registered nurse

Please select the location you are interested in applying to:

San Francisco | Palo Alto

Santa Clara

KEY BENEFITS

Accelerate time-to-hire with an AI recruiting chatbot

- Instantly and accurately responds to any candidate question 24/7
- Qualification screening
- Interview scheduling

Highlight best-fit roles and increase application rates

- Automated job matching with resume upload
- Conversational job search

Continually fill your talent pipeline

- AI-powered chatbot
- Text-to-apply campaigns

Streamline your talent acquisition process

- Automate profile creation in ICIMS ATS
- Build candidate pipeline
- Track and report on candidates added via chatbot

![ICIMS]

Highlight employee stories with video

Motivate and attract more applicants by featuring authentic testimonials and day-in-the-life content.

Employee stories

Why is diversity important to you
Cathy L., Data analyst

What is the culture like at Sequoia?
Mike B., Customer experience

KEY BENEFITS

Bring your employer brand, culture and values to life

- Employee-generated video testimonials
- Video content library

Turn your top employees into brand ambassadors

- Screen prompts
- Events mode
- App-free recording

Deliver more engaging candidate experiences

- Dynamic video content on job descriptions
- Self-recorded candidate outreach
- Promote DEI

Use built-in tools to create, edit and publish high quality videos

- Custom-branded video content
- Intuitive editing tools

Optimize with career site analytics

Make informed decisions and drive continual improvements with data-driven insights.

Application insights

VISITS (Unique)	267,106,732
CONVERSATION RATE	65%
VISITORS (Unique)	174,330,285
CONVERSATION RATE	23%
APPLY NOW CLICKS (Unique)	39,939,141
CONVERSATION RATE	26%
APPLICATION STARTED	10,165,984
CONVERSATION RATE	95%
APPLICATION COMPLETED	9,620,088

KEY BENEFITS

Customize your career site to align with candidates' needs and preferences

- Career site and landing page performance
- Talent search behavior and conversion rates
- Application insights

Track performance of your chatbot

- Volume of engagement
- Candidate interests
- Performance monitoring

Gain valuable insight into video testimonial performance

- Track nominations
- Identify trends
- Leverage engagement analytics

Access your data in real time with configurable dashboards

- Actionable insights
- Visualization of trends over time
- Downloadable and automated reports

What makes ICIMS different

Personalized, user-friendly career sites

Featuring tailored job recommendations, an AI-powered chatbot and employee-generated video testimonials.

Responsible AI

Our award-winning, scalable AI is responsibly built, human-led and trained to help hiring teams move faster and stay compliant.

Robust reporting and analytics

Custom reporting and analytics tools provide your team with key insights into the metrics that best align with your organization's goals.

25+ years of TA experience

With extensive experience in TA and thousands of customers, we've seen it all. No matter your goals or challenges, our solutions support any industry, company size and role type.

"ICIMS has been the catalyst for change in our recruitment strategies. Our success with ICIMS continues to unfold, promising growth and we are excited to see where it leads us."

Michele Posehn
Sr. Manager of Diversity and Early Talent Initiatives, SiteOne