

# TalentCast

## Intelligent Targeting to Attract Diversity Candidates

Highly diverse and inclusive companies drive better business outcomes. With a diverse workforce, companies experience a marked increase in performance:

- **2x more likely to meet or exceed financial targets**
- **6x more likely to be innovative**
- **6x more likely to anticipate change and respond effectively**
- **30% more revenue generated per employee**

### Diversity Drives Company Performance Like Never Before

*The evidence is clear – diversity drives better business outcomes.*

Leading organizations are making significant investments in programs and initiatives to advance diversity and inclusion in their workplaces. With the increased focus on diversity as a strategic imperative and a social responsibility, the era of making good faith efforts to “check the box” is over.

With this initiative, recruiters are feeling the pressure to hire more qualified diversity employees. Traditional media sources fail to reach diverse communities; respectively, navigating the multitude of diversity-focused sites can be overwhelming and time-consuming. To effectively increase diversity in the workplace, companies must reach beyond standard job sites to expose their open positions to candidates with diverse skills, experiences, cultures, backgrounds and abilities.

### TalentCast Boosts Your Diversity Recruiting Results

*Finding the best methods and sites to engage diversity candidates can feel impossible.*

We hear you! America’s Job Exchange developed **TalentCast** to simplify diversity recruiting by doing all the work for you. Our robust publishing and promotion engine drives more targeted, qualified candidates to the top of your recruiting funnel by providing more job visibility in new and different talent pools of diverse and previously untapped candidates.

With **TalentCast**, your jobs are intelligently distributed across hundreds of diversity job boards, niche sites and the Google Ad Network.

AJE’s **TalentCast** utilizes job performance data to intelligently evaluate and recommend the best places to promote your jobs, then automatically shifts them to the sites that will drive the best results!



Turn on AJE's **TalentCast** to quickly and easily boost your diversity candidate flow. Here are some of the additional benefits you will experience:

- **Increase of top-of-funnel diversity candidates**
- **Optimizes budget to drive additional applicants with minimal spend**
- **Flexible and can be easily scaled up or down based on your hiring needs**
- **Reduces reliance on individual job boards**
- **Decreases time spent buying media and posting to multiple sites**
- **Targets niche sites to drive quality candidates instead of "job board" candidates**
- **Provides valuable insight via performance metrics centered on job views and returned candidates**

**TalentCast** complements AJE's OFCCP Compliance and Diversity Recruitment solutions, which include job distribution, local outreach, audit support, reporting and metrics. AJE leverages multiple years of candidate tracking data to boost job visibility and help you engage the right candidates at the right time and in the right places.

**Speak with an AJE TalentCast Expert to review your job hiring goals and determine what best suits your organization's individual recruitment needs.**

Contact us today at

**1-866-926-6284** or [sales@americasjobexchange.com](mailto:sales@americasjobexchange.com).



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