

# The TA Tech Stack for the Enabled Recruiter



Poetry, your recruiter desktop

## Marketing

- AI Images
- Brand Adverts
- Colleague Stories
- EVPs
- Email Copy
- Job Adverts
- Landing Page Copy
- Objection Handling
- Personas
- Social Media Outreach
- Social Media Posts
- Design Solution – Third Party

## Operations

- Agency Enablement
- Candidate Enablement
- Hiring Manager Enablement
- Candidate Interview Templates
- Candidate Offer Templates
- Kick-Off Meeting Agendas
- Policies
- Processes
- Req Management Content
- VMS – Third Party

## Learning

- Find Colleagues
- Talent Research
- TA Onboarding
- E-Learning – Third Party

## Tools

- Analytics / MI
- Battle Cards
- Boolean Builder
- Business Cases
- Analytics / MI
- Assessment Solutions – Third Party
- ATS / CRM – Third Party
- Candidate Generation – Third Party



## Candidate Generation

## Assessment

Careers Site | CRM | Employee Referral | Job Boards | LinkedIn | Marketplaces | Social Media | Video | Advertising

Background Checks | Matching | Testing | Video Interviewing

## Applicant Management

Applicant Tracking System (Vacancy Management)



HRIS

