



DocuSign Sr. Recruiter Increases Applications While Cutting Time to Fill Positions with **MightyRecruiter**

Background

DocuSign® replaces printing, faxing, scanning, and overnighting by making every approval and decision digital through its Digital Transaction Management platform and eSignature solution. The company empowers over 225,000 companies and 85 million users in 188 countries to send and manage documents anytime, anywhere, on device.

For a fast-growth company such as DocuSign, hiring great talent is a business requirement. As a technology company based in the San Francisco Bay Area, DocuSign must compete with thousands of other companies for hard-to-find knowledge workers – from software engineers and e-commerce specialists, to user experience and design professionals. Karen Herman, a senior recruiter on the DocuSign team, was an early adopter of MightyRecruiter. Through her use of MightyRecruiter, she’s made several impactful improvements to her hiring process, resulting in more applicants per job posting, faster times-to-fill, and improved efficiency posting jobs.

The Challenge

Karen supports a number of departments, geographies, and hiring managers representing a wide swath of different functions.

“*While DocuSign has a very strong brand, our headquarters is in one of – if not the most – difficult recruiting markets in the world,” Karen notes. “It simply doesn’t matter if you have a great employer brand, some positions are going to be difficult to fill regardless.”*

Organization

Headquarters:
San Francisco, California

Solution:
Digital Transaction Management and eSignature

Privately Held:
Pre-IPO

Customers:
225,000+ companies and 85 million users

Operations:
85 million users in 188 countries
www.docusign.com

Challenges

- Find and hire talent in highly competitive talent market
- Streamline job posting processes
- Increase candidate pool per job posting

At the same time, the world of sourcing and recruiting candidates has become immensely more complex in the digital age. There are a multitude of different channels and tools that need to be managed. All of this requires time, something that is a valuable commodity for recruiters. For Karen, she found that she was spending too much time managing job postings for each channel and managing silo-based toolsets. As a result, she sought a platform that consolidated all of these disparate pieces into one location.

The Solution

Earlier this year, when MightyRecruiter launched in beta, Karen signed up as an early adopter. As she reviewed MightyRecruiter's different capabilities, she identified several value propositions applicable to her business. At the top of her list is the ability to use a one-stop sourcing and recruiting platform.

“*The biggest challenge for most recruiters is that many solutions out there address only a part of recruiting requirements,” she says. “Having an end-to-end platform that covers all of my job posting needs allows me to focus on understanding the requirements of our hiring managers, and vetting the stack of applicants to find the best fits for the role and our company culture.”*

Other capabilities that appeal to Karen include one-click job posting to multiple channels, including free and paid job boards, as well as the company's social networks and career page. Previously, she spent too many hours manually posting new jobs to each of these different channels.

“*The ability to auto-publish each job posting to our social networks in one click is a big time saver,” Karen reports. “And when it comes to job boards, one-click posting is a huge benefit. I previously spent hours posting a job ... I literally can post to hundreds of job boards with a single click.”*

Solutions

- Easier job ad distribution to 100+ job boards
- Centralized candidate management and messaging functionality
- Auto-publishing of job postings to company social networks
- Easy access to CPA and CPC networks via JobPromote

Results

- Increased applicants per posting
- Faster hiring
- Less time spent on job ads

Beyond easier distribution to multiple channels, Karen also makes use of MightyRecruiter's proprietary database of 18 million-plus resumes. It is "one more arrow in [her] quiver" to uncover hidden candidates.

The Results

To maximize the results of her paid job postings, Karen leverages MightyRecruiter JobPromote.

“JobPromote adds a human element that enables me to get better results out of my media buying,” Karen says. “The team of expert media buyers at MightyRecruiter allocate my advertising spend to ensure that my paid postings get more candidates. I particularly like that they customize the strategy to fit our jobs.”

MightyRecruiter's analytics and reporting dashboard provide Karen with a navigational compass that puts all of her sourcing and recruiting information at her fingertips. She uses the data to modify her job posting strategy in the midst of a job search campaign to optimize applicant results for both candidate quantity and quality.

“I can see where my media dollars are going and what results they are producing in real time,” Karen says. “I am much more proactive in how I manage my media buys.”

Karen is realizing tangible advantages as a result of MightyRecruiter. Her candidate pools for job openings are larger than ever, as she is able to access untapped talent that she hadn't been able to find with prior recruiting solutions. The quality of candidates is better, too. And she's shrunk the amount of time it takes to fill positions.

Another benefit of MightyRecruiter that Karen likes is its mobile-friendly interface.

“Jobseekers increasingly search and apply for jobs using their smartphones, and we want to make the process as seamless as possible.”

Karen is very pleased with the results she has achieved using MightyRecruiter.

“MightyRecruiter has done a great job evolving the tool with a continuing cadence of new capabilities that address additional requirements and deliver increased results,” she sums up. “They make my job easier to do.”

Try MightyRecruiter for Free