

Diversity hiring is a priority for recruitment teams and talent acquisition leaders – especially in large organizations.

A more diverse workforce is known to promote a number of key benefits, such as increased innovation, a wider range of skills and experiences, and provide a boost to your employer brand.

However, sourcing diverse talent can be challenging.

- Recruiting teams often rely heavily on diversity job sites, manually posting jobs, tracking, and evaluating performance on each job site individually, every day. This leads to a significant drain on time, energy, and resources.
- Job descriptions are often plagued with (mostly implicit) bias, which can alienate high-quality candidates.



## Supercharge Your Diversity Recruiting with MOJO

Foster inclusivity in the workplace

### Diversity Recruiting with MOJO

With MOJO, the world's most advanced programmatic platform, tapping into niche candidate sources is simple and easy. The MOJO platform helps you hire the most relevant applicants to diversify your teams within your budget, while maximizing recruitment media ROI.

Using a machine-driven, rules-based approach to buying, managing, and tracking recruitment media, MOJO centralizes your efforts while nearly eliminating bias. Get your ads in front of the most relevant job seekers on the right channels (job sites, search engines, and social media) and supercharge your diversity efforts.



## Benefits at a Glance



### Reach Niche Job Boards

Distribute your job ads automatically to dozens of niche diversity job sites and websites, reaching out to veterans, people of color, and LGBTQIA+ job seekers, among others.



### Eliminate Bias

Leverage AI/ML-driven job ad optimization services to eliminate unconscious bias and gender-coded language from your job postings.<sup>1</sup>



### Centralize Analytics

Analyze your performance and cost metrics by campaign, job group, and job. Track your candidates' journey from click to application to hire.

<sup>1</sup>A research study from ZipRecruiter showed that gender-neutral job listings receive up to 42% more responses.

## About Joveo

As the global leader in programmatic job advertising, we are transforming talent sourcing and recruitment media buying for the world's largest and smartest employers, staffing businesses, RPOs, and media agencies.

The Joveo platform enables businesses to attract, source, engage, and hire the most relevant candidates on time, within their budget. Powering millions of jobs every day, our data-driven recruitment advertising platform uses advanced data science and machine learning to dynamically manage and optimize talent sourcing and applications across all online channels while providing real-time insights at every step of the job seeker journey from click to hire.

To learn more about Joveo's award-winning platform and services, visit [www.joveo.com](http://www.joveo.com) or email [sales@joveo.com](mailto:sales@joveo.com).

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hiring together!

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