Applicant Tracking Systems (ATS)

What is an ATS?

ATS are software systems utilized by many corporations for recruitment needs. The software employed by the company helps to mediate the application process, possibly filtering the applicant pool for the best suited candidates for the positions being recruited.

Tips to Succeed with an ATS

- Tailor the resume/cover letter to the job description and make certain that the specific job requisition is verified as the one to use.
- Keywords from a job description are critical to understand when constructing a resume and cover letter.
- ATS ranks applicants from most to least qualified using keyword matching on skills, abilities, education, training.
- Keywords are graded in two ways: (1) appearance in the document, and (2) relevance to the position (more important grade).
- Applicants should fill out all of the fields in an application, not just the required ones.
- Remember the distinction between a profile in a system and an application for a position. Maintain just one profile in a system per company, but can send in multiple applications for different positions in the same company.
- Employee referrals – these are very popular now with employers because they improve hiring prospects with better results after employed, i.e. more productive and higher retention.
- Candidate reminder! – make certain your social media is current and clean up your public media profiles information.

Social Sourcing

As part of the search for competent and qualified candidate, employers may use several techniques, i.e. pull or push, to enhance the quality and amount of applicants for a specific position through social media sourcing. The applications from candidates acquired using these sources may still be reviewed using ATS technology. Here is a brief overview of two techniques:

(a) Pull – candidate model – encourages candidates to use LinkedIn to search for contacts (alumni possibly) at a company and connect with them

(b) Push – employer model – employers send job postings to employees and encourage them to spread the word about the opening through social media to their connections (rewards can go the employees who successfully recruit new hires in this way)