

Career site refresh leads to more qualified job candidates for PetSmart



With 51,000 employees, PetSmart is a leading brand of pet stores offering quality pet products, pet food, and Accessories.

iCIMS Career Site

helped PetSmart showcase its unique employer brand and hire better quality candidates.

THE CHALLENGE

For PetSmart, it wasn't enough to connect with the pet lovers who shop its stores or online; the specialty retailer also wanted to understand its job candidates and speak their language.

"There's no longer a line between consumer and employer brands," said PetSmart's Manager of TA Operations and Employer Brand. "Being able to understand both sides is really important when you're evaluating your employment brand and what that conversation should look like."

HOW iCIMS HELPED

PetSmart's TA team talked to candidates and associates to understand how different people absorbed content and found that the way the hiring team communicated with job seekers needed to evolve.

PetSmart worked with [iCIMS partner Shaker Recruitment Marketing](#) to bring its career site, and its hiring goals, to life. The Shaker team designed and developed the site with rich storytelling and authentic, personal content to showcase the organization's unique culture and the genuine employee experience.

"It's a matter of making content available in the way that candidates want to receive it," said the Manager of TA Operations and Employer Brand.

By adding these different types of content, the TA team was able to engage a more diverse set of candidates through the mediums they prefer to consume.

PetSmart has seen an increase in traffic to its career site and noticed candidates doing more research before applying. Although the number of applicants per role decreased, the team discovered that those who did apply were much more qualified, leading to faster hiring.

With iCIMS, PetSmart has seen:

60%+

engagement rate

8%

decrease in bounce rate

8%

average increase in career site traffic MoM

