

Background

Silverlee Hernandez is the Senior Manager of Talent Acquisition at J.Crew, where she focuses on tech functionality and creating a collaborative environment.

J.Crew has been making top-of-the-line clothing and accessories since 1983, when they first launched their print catalogue. They're now a go-to brand for professional and casual high-quality clothing for men and women alike, with hundreds of stores across the globe and an international online shop.

J.Crew also runs Madewell, a trendy retailer based around the values of community, creativity, and inclusivity. They run sustainability initiatives, community initiatives, and a top-ranked customer rewards program.



Recruiting Hero

Silverlee Hernandez

Challenge

Diversity & Data

Silverlee and her team want to concretely raise diversity in J.Crew's workforce. One of their top DEI goals is to bring more Latinx and Black talent into their technology operations, because these are two demographics which are underrepresented in the field. This requires mapping out their hiring patterns from the perspective of candidate identity cross-referenced with functionality and hard skill sets. Without Paycor Smart Sourcing, Silverlee's team had no way to see those patterns at the level of detail they needed.

Similarly, Silverlee needs to be able to understand the job market in a given location to hire for DEI and skills at a particular worksite. Before Paycor Smart Sourcing, she and her team would often have to guess from word of mouth and what they found on their own as to what type of talent was available in a given area.

Speed

Silverlee knows that she's not the only one talking to candidates, and that she needs to move quickly to get the best talent into the J.Crew offices. Having worked on the business side before, she understands that the longer it takes to fill a role, the more strain is put on the business as certain functions are neglected or other employees are overworked by filling two roles at once.

But finding interested candidates takes her team an unprecedented amount of time when they need to click through thousands of profiles one by one. And in the current market, there's often many open positions for which candidates must be searched—making the time to fill even longer and the strain on the business more pronounced.

Solution

Silverlee has used Paycor Smart Sourcing to great success, solving or mitigating the myriad of challenges she and her team face to quickly recruit diverse, qualified talent.

Diversity & Data

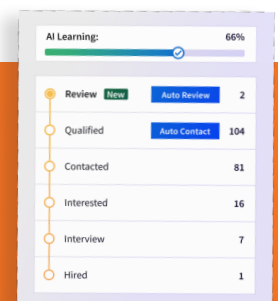
With Paycor Smart Sourcing's advanced data aggregation, Silverlee can access very specific demographic and hard-skill breakdowns that she couldn't get from more common sourcing platforms or other tools she's tried. This helps her set and achieve DEI goals, and diagnose exactly where her workforce stands.

Paycor Smart Sourcing gives her data about demographics and conditions in certain job markets or locations—so no more guesswork needed. This also helps her hiring managers set expectations and job requirements to better match what they'll actually find.

Speed

Silverlee is able to use Paycor Smart Sourcing to bring her more interested candidates for multiple roles at once, meaning she can lower time to fill, increase the overall number of open roles worked on, and ensure J.Crew continues to run smoothly. Paycor Smart Sourcing also taps the largest profile database in the world and brings talent to the surface that her team, by her own admission, would never find with traditional methods.

Additionally, thanks to the time Paycor Smart Sourcing saves, Silverlee has been able to work on side projects to improve her department and the company in ways that wouldn't fit the schedule before.





Unicorn hunters. We were like unicorn hunters, sitting down on LinkedIn trying to figure out what the profile build was. And it could be quite tedious having to be on LinkedIn and getting a thousand or two thousand profiles in one hit, and then clicking through each and every profile, while Paycor Smart Sourcing allows us to drill down deeper into the hard skill sets that the actual manager wants.



Silverlee Hernandez

Value

Paycor Smart Sourcing was designed to improve and automate talent sourcing and to empower TA professionals and recruiters by:



Tapping into the largest and the most diverse talent pool



Finding better candidates faster



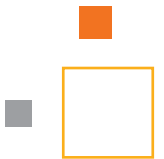
Improving pipeline size and quality



Engaging talent automatically and doubling interview pipeline



Offering a solution that requires no training



There is no other platform out there that will enable you to find the type of diversity per function the way that Paycor Smart Sourcing does. Bar none. The way that it aggregates the data and then remembers what you do...it really saves time.



Silverlee Hernandez

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