



The Client

Wrigley, one of the world's best-loved companies, is also a great place to work. At Wrigley, they believe that their employees are vital to organizational growth and success. Because of this, a real emphasis is placed on quality and strategic hiring.

The Challenges

Realizing an increase in University Hiring, and wanting to remain strategic and focused on quality, Wrigley recruiters decided they needed a portal dedicated solely to managing their college recruiting program. iCIMS spearheaded the task; leveraging the Talent Platform to tailor a University Applicant Portal around Wrigley's unique needs and workflows.

The Solution

With the help of iCIMS, Wrigley was able to provide college students with an easy-to-use interface with which they could browse appropriately targeted job openings. And, with iCIMS' advanced CRM tools, Wrigley recruiters could segment the university students for unique college messaging. Furthermore, the custom application and tailored branding of the career portal augmented the marketing efforts of Wrigley's recruiting program.

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Number of Employees

16,400

Challenges

- Inadequate tools for managing college recruiting program.
- Unable to effectively target university candidates
- Application and career portal did not reflect recruitment marketing efforts

Key Benefits

- Allow college students to browse open jobs specifically for graduates
- Segment university students for unique college messaging
- Custom application process for college recruiting
- Branded Career Portal to augment recruitment marketing initiatives
- Integrated seamlessly with existing corporate site

Results

The University Applicant Portal, seamlessly integrated with the existing corporate site, really helped execute Wrigley's college recruiting efforts and also allowed college students to browse open jobs specifically for graduates. And since implementing the portal, Wrigley has gained a competitive advantage in reaching quality talent.