



AAIM Employers' Association
1600 S. Brentwood Ste 400
St. Louis MO 63144
(314) 968-3600
www.aaima.org

For more information, contact:
William Kay, 314-536-8919
wkay@blacktwigllc.com

FOR IMMEDIATE RELEASE:

AAIM Launches Applicant Tracking System

AAIMTrack will streamline the hiring process for employers

ST. LOUIS (August 18, 2015) – AAIM Employers' Association announces the launch of AAIMTrack, a scalable, integrated hiring and applicant tracking system developed to make the recruiting and hiring process more efficient. AAIM offers its basic version free to AAIM members as another benefit of membership.

The AAIMTrack platform is mobile-optimized, customized to a company's specific brand and hiring process, and scalable to match the hiring needs of any organization. In addition, the AAIMCheck background screening and drug testing service is integrated with AAIMTrack to provide world-class, accredited screening services.

"Recruiting is extremely time-consuming for businesses and their HR departments," said Phil Brandt, President and CEO of AAIM Employers' Association. "AAIMTrack eases the burden of hiring challenges with integrated applicant tracking and background checks to ensure companies are receiving qualified applicants and moving them quickly through the process to meet their hiring needs."

AAIMTrack streamlines job board postings, social recruiting and online screening tools. The program offers a customized branded career site with online employment applications, job-specific screening questions, social recruiting platforms and Affirmative Action tracking and reporting. Additionally, it adds the analytics needed to adjust the recruiting process to increase success.

"Improving the talent acquisition process ensures that both the applicant and employer align on the key aspects of hiring," added Brandt.

The tool includes automated job board and social media sharing. Companies can take job openings from their AAIMTrack career site and upload them to multiple posting sites at once. Job seekers can also share jobs with their friends through Facebook, Twitter and LinkedIn, right from the job posting.

About AAIM Employers' Association

Founded in 1898, AAIM Employers' Association is an association approaching 1,800 member employers throughout Missouri and Illinois. AAIM assists its large membership with significant challenges in human resource management by providing cutting-edge resources which help its members manage their people and processes. AAIM partners with company leadership and management in human resources by providing: topical research and information, technical guidance, training and HR consulting and pre-employment services. For more information, visit www.aaima.org or call 314-968-3600.

###