



Hiring Enablement: The Rise of Vital New HR Processes & Technology

Analyst & Influencer Briefing

Adam Gordon | July 2025





Executive Summary

Recruiting today faces a paradox: organisations expect more strategic impact from talent acquisition teams, yet recruiters are deluged with manual, repetitive and administrative tasks. Recruiters are expected to undertake extensive market intelligence, create sourcing and recruitment marketing content and build operational assets including hiring manager briefings, interview questions, job descriptions and much more.

The same companies that invest millions in sales enablement platforms often leave TA teams with tools that track work, not tools that do the work. Adoption of enhanced processes and generative AI (GenAI) now makes it possible to shift this paradigm entirely.

The emergence of Hiring Enablement technology gives talent acquisition leaders the ability to generate the same transformation seen in sales over the last decade. It empowers recruiters and hiring managers with orchestrated workflows, intelligent automation, dynamic content generation and reusable assets. Recruiters using Poetry, the first dedicated Hiring Enablement platform, typically save 25% of their time every day.

At the same time, most AI-enabled recruitment technologies are under significant scrutiny due to bias and risk concerns, including recent legal challenges such as Mobley v. Workday. Hiring Enablement allows TA and RPO teams to unlock the full productivity benefits of GenAI without the associated risk, because enablement platforms like Poetry do not store or process personally identifiable information (PII).

This means recruiters can move faster and more intelligently, without the legal or ethical exposure associated with most AI-based recruitment technologies.

Poetry also offers its platform on a white-label basis to RPO organisations, which means more Hiring Enablement workspace products will appear in the market in 2025 and 2026, accelerating adoption and establishing the category as a foundational part of the recruitment technology landscape.





Recruitment should operate just like sales & marketing

Sales used to be manual, fragmented and dependent on individual rep productivity. Then came Sales Enablement: a discipline that centralised content, structured onboarding, introduced playbooks and powered productivity through platforms like Highspot, Seismic and Showpad.

Recruitment has lagged behind:

- Recruiters create outreach messaging, research and interview prep from scratch, every time
- Assets live in inboxes, local folders, shared folders, messaging systems or worse, in recruiters' heads
- Nearly all TA tech focuses on discovering, engaging, assessing and tracking candidates, rather than enabling recruiters

Now, recruiters can instantly generate personalised outreach, customised interview guides, talent competitor analysis and much more, all tailored to specific roles and teams, in seconds.

If hiring is as business-critical as revenue, recruitment deserves the same investment in enablement and automation.

The data is clear: Recruiters are drowning in admin

From The Talent Labs + Poetry 2024 Time & Motion Study*:

- 11% of recruiter time: managing candidate communications
- 10%: planning hiring manager meetings and interviews
- 9%: writing and sending outreach messages
- Only 6%: writing job ads
- 5%: creating social media posts
- Only 6%: developing business cases or strategic initiatives

Over 50% of recruiter time is spent on repetitive, automatable tasks.

This time can now be reclaimed using hiring enablement technology to:

- Autogenerate outreach messages tailored to job title, team and location using pre-configured templates and prompts





- Draft hiring manager comms and meeting briefs using embedded templates and enablement guides
- Repurpose previous job descriptions and recruiter-created content through Playbook asset generation
- Provide candidate-facing messaging templates for rejection, updates and follow-ups, ready to personalise and send directly

36% of recruiters also report working overtime—many more than 7.5 extra hours weekly—largely on tasks GenAI now handles in seconds.

[*https://thetalentlabs.com/resources/time-and-motion-insight-report](https://thetalentlabs.com/resources/time-and-motion-insight-report)

Legacy recruitment tech was never built to do this

Most recruitment platforms fall into three buckets:

- ATS (e.g. Greenhouse, Workday): built for compliance, approvals and data capture
- CRMs (e.g. Beamery, Avature): candidate data storage, not recruiter productivity
- Point tools (e.g. sourcing tools, chatbots, scheduling apps): helpful, but isolated

None of these meaningfully reduce the amount of work a recruiter must do in terms of research and preparation. None of these orchestrate recruiter workflows in this area.

Generative AI changes the game for all recruitment technology—but legacy platforms aren't architected to take full advantage of it and many create new risks due to embedded bias in automated decision-making.

Hiring Enablement sidesteps these risks by never storing PII or evaluating candidates.

Introducing Hiring Enablement

Hiring Enablement is not a feature. It's a new operational model for talent acquisition. It's the structured enablement of recruiters and hiring managers to:





- Save time with GenAI-created content
- Improve quality through repeatable, optimised workflows
- Act strategically with less manual prep and admin
- Collaborate effectively through shared, guided tools

Much like Sales Enablement:

- It delivers playbooks, templates and intelligence
- It creates scale across distributed teams
- It uses technology (especially GenAI) to do the heavy lifting

Since early 2023, enablement roles in TA and RPO teams have grown from ~100 to ~500 globally.

Hiring Enablement also reframes the recruiter role - from task-completer to strategic business partner - by equipping them with competitive intelligence, talent personas, objection handling and battlecards.

The Hiring Enablement framework

Poetry's research-based Hiring Enablement model includes six pillars:

- Technology – GenAI, orchestration, automations, integrations
- Process Improvement – Repeatable workflows embedded in platform logic
- Recruiter Capability – Self-serve tools, training prompts, guidance
- Data & Analytics – Usage, performance, time savings
- Hiring Manager Enablement – Email templates, guides, feedback loops
- Recruitment Marketing – Smart asset generation, brand consistency

Generative AI is the connective tissue across all six: powering templates, messaging, briefings, research, role guides and comms.

Poetry orchestrates these workflows using recruiter-triggered events, such as a new requisition in the ATS, an upcoming calendar invite, or a location/team/job selection inside the platform so recruiters don't even need to ask. The system anticipates what they need and serves it up.





Role-Specific Benefits of Hiring Enablement

For Talent Acquisition Leaders:

- Achieve measurable ROI through time savings, faster time-to-fill, and expanded strategic capacity
- Scale high-quality hiring across global or decentralised teams with consistent processes
- Reduce reliance on senior recruiter experience by standardising workflows and automation
- Elevate the role of recruiters as strategic business partners with access to insights and enablement tools

For Recruitment Marketing Managers:

- Centrally manage employer branding, personas, copybanks, and creative assets
- Enable recruiters to create brand-compliant content autonomously and at scale
- Repurpose messaging for multiple platforms with AI-generated, on-brand variations
- Improve quality and consistency of candidate-facing messaging without increasing workload

For Recruitment Operations Managers:

- Rationalise the tech stack by consolidating tools into a single enablement layer
- Reduce overall tech spend while improving recruiter productivity
- Standardise workflows and automate repeatable tasks for optimal consistency
- Monitor adoption, time savings, and workflow efficiency through built-in analytics

What is Poetry?

Poetry is the first Hiring Enablement workspace that uses generative AI to:





- Auto-generate all the assets a recruiter needs for each requisition, in 30 seconds
- Embed 62 recruiter enablement tactics across talent sourcing, recruitment marketing and recruitment operations
- Orchestrate recruiter workflows using ATS, CRM and browser triggers
- Enable hiring manager self-service with plug-and-play content
- Unlock capacity without losing quality or brand integrity
- Act as the recruiter's underlying infrastructure; automating, sequencing and surfacing the tools they need to operate like a strategic partner

Poetry turns recruiter actions into orchestrated, AI-enhanced routines and does so without storing any PII, protecting teams from the legal exposure facing other AI recruitment technologies.

Poetry is also offered as a white label solution for RPOs, enabling them to provide Hiring Enablement under their own brand to enterprise clients, further accelerating category adoption across the market.

Core features of Poetry

- Playbook: Generates recruiter assets for each requisition - job advert, outreach, messaging, FAQs, competitor intelligence, interview questions, rejection emails and more, in seconds
- Browser Extension: Access all Poetry solutions inside LinkedIn, job boards, ATS and career sites
- Collaboration Layer: Hiring manager kick-off guides, update templates, briefing packs and comment threads
- AI-Powered Production: Poetry uses hiring guides, employer brand guidelines, templates, company careers site and other trusted sources of information in the production of all assets

Analytics + Orchestration: Track time saved, asset engagement and team efficiency

Measured impact Across live customer environments

- 25% time savings per recruiter per day
- Faster recruiter ramp-up and onboarding





- Fewer delays in hiring manager-recruiter collaboration
- Reduced time-to-fill across all levels of recruitment
- Recycling existing assets rather than always creating new assets
- Improved consistency of candidate communications
- Reduction in burnout and performance drop-off
- Better recruiter experience and higher retention

And because no PII is used, TA teams benefit without the burden of AI governance risk.

What this means for the market

- TA leaders now have proof points to justify Hiring Enablement ROI
- RPOs can win more deals through embedded Hiring Enablement
- Talent tech vendors can expand offerings via enablement APIs and integrations
- Analysts should track Hiring Enablement as a distinct category alongside Sales Enablement and RevOps

Talent acquisition demands enhanced performance in the age of GenAI. Hiring Enablement meets that moment, safely, strategically and without risking bias or compliance exposure.

Quotes

“It’s a game-changer to have a centralised workspace for managing all the different aspects of recruitment. It’s massively improving recruiter efficiency.”

Lyndsey Taylor, Global Head of Talent Attraction & HR Transformation, Brooks Automation

“Recruitment marketing has been crying out for this for too long.”

Dylan Lees-Jones, European Recruitment Marketing Manager, Wipro

“Much like sales enablement is a vital part of your business strategy, I firmly believe we are on the cusp of a massive shift in how talent acquisition teams are trained, supported and developed.”

Sarah White, SVP, Head of Innovation & Transformation, SAP SuccessFactors





Get in touch

To discuss Hiring Enablement, request an interview, a Poetry walkthrough or explore partnership opportunities:

✉ adam.gordon@poetryhr.com

If we expect recruiters to deliver like high-performing salespeople, we need to enable them like high-performing salespeople, using the best of what generative AI and workflow orchestration allows, without introducing new risks.

Full List of Poetry Hiring Enablement Solutions

Analytics

Asset Analysis: See the value of your content in real terms (Report on the \$\$ value to internal leaders)

Desktop Analysis: Understand team usage and performance (Helps you spot trends, gaps, and opportunities)

Workspace Analysis: Review how your org uses the platform (Supports better decisions with usage data)

Central Management

Desktop Layout: Customise the platform layout to suit your org (Create a workspace that reflects how your team works)

Language Settings: Automatically localise content in 185 languages (Supports global teams with native-language options)

Marketing / Brand Templates: Centrally manage templates for consistency (Saves time and prevents brand errors across teams)





Learning

Find Colleagues: Discover subject matter experts in your org (Makes it easy to tap into internal knowledge)

Research: Quickly search job, company and talent insights (Speeds up planning and improves targeting)

Team Learning: Share reminders and guidance for team training (Great for onboarding and continuous enablement)

Recruitment Marketing

Digital Asset Manager : Use approved brand images to create marketing content (Keeps all content on-brand without design bottlenecks)

Brand Adverts: Build job marketing campaigns for Instagram, TikTok etc. (Reach the right audience on the channels they use)

Colleague Stories: Turn employee stories into engaging social posts (Share authentic voices to boost trust and interest)

Conversation Guides: Generate script-style conversations for candidate calls (Helps recruiters lead consistent, high-impact conversations with confidence)

EVPs: Generate or filter strong employer value messaging (Align your brand with what candidates care about most)

Email Copy: Build or re-use outreach emails and landing page content (Save time and ensure consistency across all messaging)

Job Adverts: Write brand-approved, high-performing job ads (Makes it easy to attract the right candidates while staying on brand)

Landing Page Copy: Generate copy for landing pages (Launch new campaigns faster with less writing effort)

Objection Handling: Use templated responses to common candidate objections (Address concerns early and keep candidates engaged)

Personas: View one-pagers tailored to role, level and location (Personalise outreach without needing deep research)





Social Media Outreach: Find and create candidate-focused social templates and messages (Engage candidates by reflecting their needs and context)

Social Media Posts: Access and generate pre-approved, on-brand social post templates (Stay consistent across all hiring teams and regions)

Miscellaneous

Tile Marketplace: Browse 140+ TA tools in one place (Stay ahead of the curve and discover new partners)

Job Playbooks: Access recruiter playbooks with 30+ asset templates in <30 seconds (Gives recruiters everything they need in one toolkit)

Recruitment Operations

Candidate Interview: Create and access interview templates across formats and levels (Run consistent, insightful interviews across your org.)

Hiring Manager Enablement: Build asset packs and get HM sign-off in one place (Makes collaboration simple and approvals faster)

Job Descriptions: Filter or create brand-approved JD templates (Keep job specs accurate, relevant, and on-brand)

Kick-Off Meeting: Find or create pre- and post-meeting templates for alignment (Helps set expectations and share notes with ease)

Policies: Access your policy library (Make sure everyone has the info they need, when they need it)

Processes: Access your process library (Avoid mistakes and keep hiring teams aligned)

Skills-Based Hiring: Map essential skills per job (Make hiring more inclusive and ability-focused)

Recruiter Tools

Competitors : Access competitive intel and compare candidate perception across companies (Helps you understand competitive landscape and where to improve)





Boolean Builder: Create powerful search strings in seconds (Saves time and ensures better candidate searches)

Business Cases: Build templates for headcount or new tech (Speeds up decision-making with ready-to-go docs)

Book a demo [here](#).

