

Navigating the new reality of hiring in communications and media



One market needs objective assessment at scale, the other needs structure where none has existed, and both are moving faster than your interview process.

Communications and media hiring is high-volume, high-velocity, and highly specialized all at once. Technical roles need rigorous assessment that pulls senior engineers off the roadmap. Creative and editorial roles get evaluated on instinct, and that variability shows up in both quality of hire and defensibility. Meanwhile every launch and content cycle needs people now. Modernizing this requires AI that handles both tracks, inside the Oracle systems your teams already run.

Three hiring challenges facing communications and media organizations today:

Technical assessments strain engineering capacity

Objective screening requires scarce senior expertise, pulling engineers from product work and making quality depend on availability.

Inconsistent creative evaluations create risk

Different criteria across managers lead to uneven hiring quality and weak documentation when decisions are questioned.

Business cycles outpace recruiting timelines

Launches and production cycles demand fast hiring. Without evaluation capacity, even a strong candidate pipeline cannot meet the moment.



With Eightfold AI Interviewer and Oracle Recruiting, communications and media organizations can:

- Move candidates from application to structured interview in hours rather than weeks, with interviews available 24/7 at any volume—without changing existing Oracle HCM workflows.
- Build compliance documentation from the first interview through standardized, defensible evaluation records, recruiter oversight, and human final decision-making.
- Reduce evaluation variability across teams and locations by applying a consistent, structured interview framework to every candidate.
- Keep candidate data within approved, governed systems through an embedded integration with the Oracle environment IT and compliance teams already control.

**Proven impact with
Eightfold AI Interviewer:**

80%
WORK AUTOMATED

*Recruiter time spent on candidates,
not coordination*

90%
FASTER TIME TO INTERVIEW

*Qualified candidates evaluated
upon application*

93
CANDIDATE NPS

An interview experience candidates enjoy

Eightfold AI Interviewer



Agentic interviewing, inside Oracle Recruiting

AI Interviewer is an autonomous talent agent, embedded in Oracle Recruiting Cloud workflows. It conducts screening, functional, coding, and 360° interviews directly within Oracle Recruiting, evaluates responses, and delivers instant, skills-based summaries to recruiters, anytime, in 22+ languages, via web, SMS, and WhatsApp.

Powered by Eightfold Talent Intelligence and trained on more than 1.6 billion career trajectories and 1.6 million skills, AI Interviewer assesses skills, potential, and career trajectory beyond the résumé, always with recruiter oversight, human final decisioning, and published independent bias audits.

Built to clear your security review, not just your shortlist:

- Government-grade, extended to everyone. Independently audited and continuously renewed.
- Your data is never training data. Eightfold does not use identifiable customer data to train its models.
- Humans make the hiring decisions. AI Interviewer supports evaluation, it does not decide. Independent bias audits published under NYC Local Law 144.
- Verify before you sign. You control residency, retention, and deletion. Certifications, penetration test summaries, and pre-answered questionnaires are in the Trust Portal, no NDA required.



What it looks like in communications and media:

Scale technical assessment without spending engineering hours. Coding and functional interviews evaluate every technical applicant against the same bar, so the standard no longer depends on which engineer had time.

Identity and skill validation in one tool. Verification through CLEAR and ID.me confirms who's interviewing.

Give creative and editorial hiring a structure it can stand behind. AI Interview Companion standardizes question frameworks and auto-completes documentation, so subjective judgment becomes consistent and defensible.

Hire at the speed of the launch calendar. Every applicant gets a structured interview the day they apply, whether a launch requires 50 hires or 5,000.

Signal AI capability by using it, not describing it. Deploying agentic AI inside Oracle Recruiting on OCI is evidence that AI is infrastructure in your organization, not just a product story.

How to buy: Oracle Cloud Marketplace



Use existing Oracle credits. Purchase AI Interviewer through Oracle Cloud Marketplace using eligible Oracle Cloud credits.



Simplify procurement. Buy through your existing Oracle procurement process for faster contracting and deployment.



Deploy with confidence. Extend your Oracle Recruiting environment with a secure, enterprise-ready solution.

Ready to hire faster? Request a demo at eightfold.ai/demo or purchase directly on Oracle Cloud Marketplace.