



PRODUCT OVERVIEW

# Job Profile Enrichment

Transform every job into a dynamic blueprint that evolves with emerging skills, market shifts, and business strategy



## CHALLENGE

### Why Job Profiles Are the Hidden Power Source of Talent Strategy

Job profiles do more than define responsibilities; they power every strategic decision across the talent lifecycle. From hiring and performance to development and workforce planning, they are the backbone of a skills-based organization.

But too often, job profiles are outdated, inconsistent, or disconnected from the real skills that drive success. Roles evolve quickly due to technology, market shifts, and organizational change. When profiles fail to keep up, the costs are real: poor hiring decisions, low retention, stalled development, wasted training investments, and even compliance risk.



## SOLUTION

### Reimagine Job Architecture with AI-Powered Skills Intelligence

To compete in a skills-first world, organizations must modernize how they define work.

Censia's **Job Profile Enrichment**, a core feature within the **Censia Employee Intelligence** platform, attaches current, role-specific skills to every job profile automatically and at scale. This transforms static job descriptions into dynamic, living profiles that reflect the skills your organization actually needs.

With bi-directional Workday integration, AI-generated skill recommendations, and continuous updates, Censia gives you complete confidence that your job architecture is accurate, relevant, and aligned to the future of work.

# How Censia Transforms Talent Data into Insight

**Censia Employee Intelligence** is an AI-powered platform that connects workforce skills to business impact. It integrates with your existing HCM system and delivers three core capabilities: **Employee Profile Intelligence**, which enriches employee records with validated, individualized skills; **Job Profile Intelligence**, which creates dynamic, market-aligned job profiles; and **Skills Gap Intelligence**, which identifies critical skill gaps and guides strategic workforce planning.

The platform is powered by Censia's proprietary public talent graph, built from thousands of verified public and trusted data sources. Using responsible AI, it analyzes billions of data points to infer real-time, role-specific skills. This gives organizations the insight to align talent with business goals, understand workforce capabilities more deeply, and make smarter, faster decisions that lead to measurable results.



## Job Profile Enrichment Core Capabilities

- **AI-Powered Skills Recommendations**  
Identifies critical skills for each role using Censia's global skills ontology and real-time labor market data
- **Bi-Directional Workday Sync**  
Keeps job profile data current with ongoing updates and seamless integration into Workday
- **Skill Attribute Classification and Enrichment**  
Classifies each skill by type, specificity, and strategic relevance, such as whether it's a core, emerging, or high-level skill. This helps HR design more accurate job profiles, align talent strategy to business needs
- **Context-Aware Customization**  
Adapts job profiles for regional needs, business units, or specialized team goals
- **AI-Generated Job Profiles**  
Instantly creates consistent, skills-based job profiles tailored to your organization's structure and goals
- **Profile Reviews Every Six Months**  
Automatically prompts updates to job profiles to reflect new priorities and business changes
- **Benchmarking Built In**  
Enables you to compare your job profiles to industry standards and competitors to identify gaps and opportunities

## Integrating Censia Job Profile Enrichment into Workday Intelligent Job Architecture Hub

Workday Intelligent Job Architecture Hub is an AI-powered workspace that enhances how organizations manage their job framework within the Workday platform. It gives HR teams a structured way to define job profiles, job requisitions, map responsibilities and skills, and align roles across the organization.

Censia's Job Profile Enrichment takes those capabilities further with dynamically updated, market-aligned skills intelligence.

**Here's a glimpse of how Censia enhances those features:**



### **Bringing Skills Visibility to the Core of Your Job Architecture**

When you can see the real skills your workforce has—not just their titles—you can define jobs with greater clarity, precision, and impact. Censia brings this skills visibility into the job architecture process, enabling you to create job profiles that reflect the actual capabilities within your organization. This makes job definitions more realistic, relevant, and aligned with both workforce capacity and business strategy.



### **Enhances Skills Alignment to Market Demand**

Censia continuously monitors how top skills in the external market align with your internal job catalog. This gives you trusted insights into which roles may need to evolve and where to invest in upskilling or hiring.



### **Strengthens Skills Analytics Across Workday**

With better-quality job and skills data flowing into Workday, downstream analytics like workforce planning, internal mobility, and skills gap analysis become more accurate, actionable, and aligned to business goals.

## What It Unlocks

Censia's Job Profile Enrichment gives HR the data foundation to lead with impact, aligning job architecture with real-world skill demand and strategic business goals.

- **Skills-Based Job Architecture**  
Build consistent, scalable job profiles that support internal mobility, equitable pay, career development, and future-ready talent strategies.
- **Future-Ready Workforce Design**  
Design and evolve job roles based on business transformation, emerging technologies, and market changes.
- **Smarter Role Redesign During Change**  
Rapidly adapt roles during reorganizations, mergers, or automation efforts, ensuring skills alignment through change.
- **AI-Suggested Skills for Job Requisitions**  
Get proactive recommendations for skills that align with business strategy and talent availability, improving how jobs are defined and posted.
- **Informed Skills Supply and Demand Decisions**  
See where your skill needs exceed supply and make targeted investments in hiring, learning, or reskilling accordingly.
- **Better Talent Experience and Career Growth**  
Provide employees with transparent, skill-based pathways for advancement by clearly defining what each job requires.

## The Censia Advantage

The Censia Employee Intelligence platform brings precision, context, and trust to skills intelligence in ways that go beyond surface-level enrichment:



### Unmatched Data Depth with Contextual Intelligence

Combines billions of global talent data points with AI that tailors insights to your industry, roles, and workforce for maximum relevance.



### Built for Scale and Simplicity

Activates skills intelligence across the entire workforce without the need for surveys or manual upkeep.



### Integrated Into Your Workflow

Works directly within your existing HR systems like Workday, allowing your team to take immediate action on insights.



### Aligned with the Principles of Responsible AI

Ensures transparency, fairness, and explainability so that you can trust the recommendations you receive.



### Skill Gap Analysis

Compares role-specific skill requirements with individual profiles to give a clear, quantified view of alignment and readiness.

## Discover what Censia Employee Intelligence can do for your workforce.

To request a demo, contact us at [sales@censia.com](mailto:sales@censia.com)

