



Recruit Online - Why?

If you want to advertise a single vacancy or a number of roles on a recruitment website, or even plan to develop a corporate careers website, advertising vacancies online nowadays offers huge advantages for any business.

1. Quick and easy

24 hours a day, 7 days a week, Jobseekers are online, so compared to print media, advertising online can attract responses within hours, speeding up the whole process of recruitment. It also allows recruiters to integrate the three essentials of finding candidates:

1. Desirability: Pulling in sufficient high quality jobseekers
2. Communication: Allowing you to engage directly with candidates
3. Administration: Simplifying the application and interview process

2. Gain access to more candidates

Online recruitment is growing by 30% from year to year across the whole UK. Researches show that nearly 70% of the UK population uses the internet at home or at work. Furthermore, the Educationjobs.com team are more than capable to register applicants details online and using internet based job seeking tools.

3. Reduce Costs

The low cost of online recruitment has given the opportunity to businesses that may not have the budget to use traditional print-based media. By using automated and pre-selection processes to move candidates through to the interview stage, online recruitment provides a very cost-effective option.

4. Building your brand

Online advertising is a highly effective tool to develop brand awareness. You can communicate to candidates what it's really like to work there, what the company stands for and communicate their mission and vision.

Recruitment websites are likely to include some or all of the following tools to help you get the right messages across:

- Standard job ads – similar to an ad in print media, a standard job ad contains a short description of the job, its location and a contact link.

- Featured job ads – all of the above, as well as a company logo and a hyperlink to your website.
- Banners and buttons – use your corporate logo to act as a hyperlink to your website. Educationjobs.com website allows you to use a direct link to a specific area of the site.
- Corporate profile – the equivalent of a corporate brochure, and an opportunity to demonstrate your employer brand in more detail.