

# Jobs Boards

## What are Jobs Board Websites?

A jobs board Website is a stand-alone, commercial website, used by employers to advertise their job vacancies to job seekers. Job seekers can use job boards to search for new job opportunities in a chosen location and profession. Job boards are usually managed by individual entrepreneurs, companies and/or recruitment agencies. They are usually developed to generate advertising revenue through the job posting, CV searching or display advertising. They can also be developed to generate candidates within a niche industry sector or to support a separate business within a certain sector. The job boards we develop are connected to our multi-job posting software, Jobmate, our own jobs board network & our ATS system.

## How is it used in practice?

A jobs board is usually designed to allow for both job seekers and employers to use the website independently, without involvement from the website owner/manager. Job seekers can freely search for jobs, register with the website, and apply online. Employers or recruiters can register and use some of the functions of the website either freely or by paying for the services via e-commerce or traditional forms of payment. The jobs board owner/manager will spend their time promoting the services of the jobs board via search engines, social media, or other outlets. They will also be responsible for managing their client's expectations and creating advertising and sponsorship revenue via the jobs board.

## What are the benefits of using it?

Your Jobs Board Website has several benefits, including but not limited to:

- Integrate with Jobmate, our jobs board network & ATS systems to increase job posting exposure
- Generate revenue for your business through job posting and recruitment activities
- Create a captive audience within a general or niche industry sector
- To promote your brand and company to potential new candidates
- Generate candidates within a niche industry sector
- Promote a niche industry business or a new brand
- Generate revenue from display advertising
- Generate a Candidate Talent Pool



## What are the extras?

In addition, you can have:

- Client Micros sites
- Services directories
- Bespoke development
- Events, News, Blogs
- Ongoing SEO Support
- Embedded media such as videos & podcasts
- Updatable website content & article support
- XML jobs feeds - third party jobs boards, websites & Google Jobs