

Champion Media Group choose MatchWork to power new Job board

Champion Media Group the leading independent media company in North Merseyside and West Lancashire have chosen MatchWork to provide the technology and support for their new Job board at www.jobschampion.com

Champion are undertaking a major upgrade in their job offering to couple a market-leading online recruitment solution with their established print products. Champion have chosen the leading Job board solution provider MatchWork (www.matchwork.com) using their Enterprise job board platform. MatchWork work with many media companies across the UK and supply over 40 job boards, they are part of a Danish company with operations in several European countries

The new Job board offers the best user experience with a range of features including the most intuitive search engine on the market based on MicroSoft FAST which delivers relevant and ranked search results, and the unique CV matching service which provides accurate matches and is automated to save time and hassle for both jobseeker and Employer.

Jobschampion will also open up new sales opportunities and Champion Media are targeting substantial revenue growth in 2011. Betty Drummond, MD of Champion Media Group, says; “We are very excited about our new Job board. We recognise that the recruitment advertising market is migrating online and we see great opportunities to please our market, stay ahead of our competition, and win new revenue.”

Sharon Murphy, Digital Sales Executive at Champion Media Group, adds “We have been very impressed with MatchWork. They combine expertise and great ideas, with a very friendly and supportive way of working. We are really buzzing and will now be the strongest player in recruitment in our market.”

Champion is the latest in a string of wins in 2010 for MatchWork and follows quick on the heels of launching a CV matching system for Belfast Telegraph. Chris Stanley, MD of MatchWork UK, says “It’s great to be working with Champion, and we have been so impressed with their positive approach. The recruitment advertising market is very challenging for print publishers but Champion is determined to expand their offering and win new business.”

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with more detail on MatchWork products at www.matchwork.co.uk

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