



THE MATCHWORK COMPANY/RECRUITER PROFILE MODULE – IN BRIEF

The Company/Recruiter Profile Module provides an additional revenue stream from selling employer/recruiter/agency branding and profiling for companies advertising their jobs on the board. The Company/Recruiter Profile module is an excellent way for recruiters to brand and sell themselves to jobseekers whilst providing an additional revenue stream for the job board.

AN IMPORTANT SOURCE OF REVENUE AND LOYALTY

Most employers/recruiters like their candidates to be well informed, and those that know most about the company are most likely to stay for a while. Whilst also offering fantastic branding potential for advertisers, The Company Profiles Module provides a welcome additional source of income to the job board. Whether sold as a stand alone product or in conjunction with an advertisement campaign, professional employers and recruiters value the possibility of making a professional presentation of their company on the job site.

On MatchWork’s platform company profiles can be separated by direct client/agency, or can exist together. With an active profile advertisers can be exposed to job seekers independent of the active vacancies they have on the site.

With this module, the job board owner can offer the advertiser a company specific “micro site” with advertiser specific content combined with a variety of tools (social network integrations, maps, route planner, company/industry specific news/content, and a list of active job ads).

FULL ADMINISTRATIVE SUPPORT THROUGH THE MATCHWORK BACK OFFICE SYSTEM MBOS

The company profiles are registered and managed by the job board owner through the back office system in either text or full HTML.

Company profiles are activated within a defined date range, and the job board owner receives an email alert when a profile is about to expire, to alert the sales team to re-negotiate the contract with the advertiser.

Company profiles are set up as a stand alone page following a chosen standard template which can feature different components ... e.g.

- The central presentation section where the advertiser will present the company in a free HTML format
- A section with links to job advertisements from that advertiser
- A map presentation of the location of the advertiser
- A section with uploaded pictures from the advertiser
- Placeholders with presentation text, images and links to e.g. video streaming

LEADING TRAFFIC TO THE PROFILE

When a job is advertised by an company that has bought a profile, the jobseeker will be able to follow a link to read about the company from the vacancy description.

The module also includes the opportunity to showcase companies by placing logos on the job site’s front page, as well as a page with an alphabetical listing of all active company profiles.

The module also supports a further revenue stream called “hot profiles”, namely logos linking to the company profile in premium positioned placeholders on the site.

Every display of a company profile is recorded in MBOS. This provides the sales organisation with relevant performance statistics on “Company profiles views” and “Viewed ads from company profile page” on a very detailed level (per hour, per day, per week, per month).

COMPANY/RECRUITER PROFILE MODULE

Included features – basic configuration

- Company Profile Management (Back Office)

Optional features

- Hot profiles service