

Targeted Button

Targeted Button buy one get one free

Reach exactly the right jobseekers for your vacancy using our Targeted Button - now **Buy One, Get One Free*** for a limited period.

What is the Targeted Button?

The Targeted Button is a large branded button which targets jobseekers based on their field of expertise and search activity on jobs.ac.uk.

The Targeted Button is displayed:

- On the sector page most relevant to the job advert (e.g. Biological Sciences)
- And again on the search results page when a jobseeker searches jobs using keywords chosen by you



Ideal for specialist roles, the Targeted Button will ensure that your advert reaches only qualified and relevant jobseekers and is proven to provide **two times more page views**.

Features

- Placed on the right-hand side of the specific sector page
- Also displayed alongside the search results for three keywords pertinent to your job e.g. "biology lecturer", "biochemistry" and "medicine"
- Designed by our creative team to match your branding, at no extra cost

Benefits

- Drives only relevant applicants to your advert
- Drives two times more jobseekers to your adverts
- Promotes your employer brand to an audience of specialists

* Keywords must directly relate to the job title, skills, experience or content on your job advert. Generic and non-targeted keywords such as "jobs" are not permitted.

To book your Targeted Button, contact henorth@jobs.ac.uk or +44(0)24 7615 0359 quoting reference TARGETED241

* Subject to availability. Cannot be used in conjunction with any other offer. Requires the purchase of an advert. Offer ends 5pm GMT Friday 1st July 2016 and Targeted Button can be booked up to and including Friday 29th July 2016.

How does it work?

Choose three keywords relevant to your job e.g. job title, key skills or search terms that match your technical requirements. These keywords are searchable from the homepage and via the filters on the search results page.

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Hospitality, Retail, Conferences and Events	61	Senior Management	196	
Human Resources	49	Sport and Leisure	7	
International Activities	72	Student Services	198	
HP Labs	167	Other	87	
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Homepage

Your button also appears on the relevant sector page e.g. Biological Sciences - positioning your organisation as a "sector expert".

iobs.ac.ul			Sign In	Register
	Freat jobs for bright people	ad your CV Your Account		Lecturer Associate Professor Full Professor
	Biological Sciences Jobs			8
RA	vacancies in this discipline, click	obiology jobs in the UK and abroad. We k "View All Jobs" to see these now or use latest <u>Biological Science Jobs by Email</u> .		DIRECTOR
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Careers Advice	Midlands of England Northern England	South East England South West England	Asia & Middle East	Analyst Microbiology
CV Templates	Northern Ireland	Wales	Africa	
Interview Tips	Republic of Ireland	North, South & Central America		
Free ebooks &	Employer Types			
Toolkits	UK and Irish HE Institutions	Other Public Sector	Commonwealth Institutions	
Working in HE	Research and Other Institute Commercial Organisations	as North American Universities and Colleges	 Other Universities and Colleges 	
Working Oversea	UK FE Colleges	European Universities and	Schools	
	Public Sector - Education	Colleges	Find Jobs	

Sector page

Specification Position 125 x 125 pixels Relevant sector page and search Size Links to jobs.ac.uk adverts, Linking results page via keywords Pages or Campaign Sites (all sold separately) 5 Duration 7 days Slots Effectiveness 2x more page views

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Your Targeted Button then appears on the right-hand side of the search results page when matched against any of your chosen keywords used by jobseekers e.g. "Science Director".

Great jobs for	AGRICULTURAL 17 Academic Positions in Chi	a
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	Operational Director Orea University of Herbordshire American Stress Placed on: 22-04-2014 Salary: £46,400 to £52,204 30	
	Director of Bioservices Closes	
	Imperial College London Placed on: C704-2014 Salary: Not specified. Salary commensurate with the seniority of the role	
	Director of Safety Cless Imperial College London - Safety Department May	
	Placed on: 08-04-2014 Salary: Not specified. Competitive 05	
	PA to the Directors Imperial College London - Sustainable Gas Institute Placed on: 224-2014 Salary: £28,770 b £32,750 rd	

Search results page



Links to your job advert or a Linking Page on jobs.ac.uk where mulitple adverts can be collated for a campaign.



Enhanced Advert linked from the Targeted Button