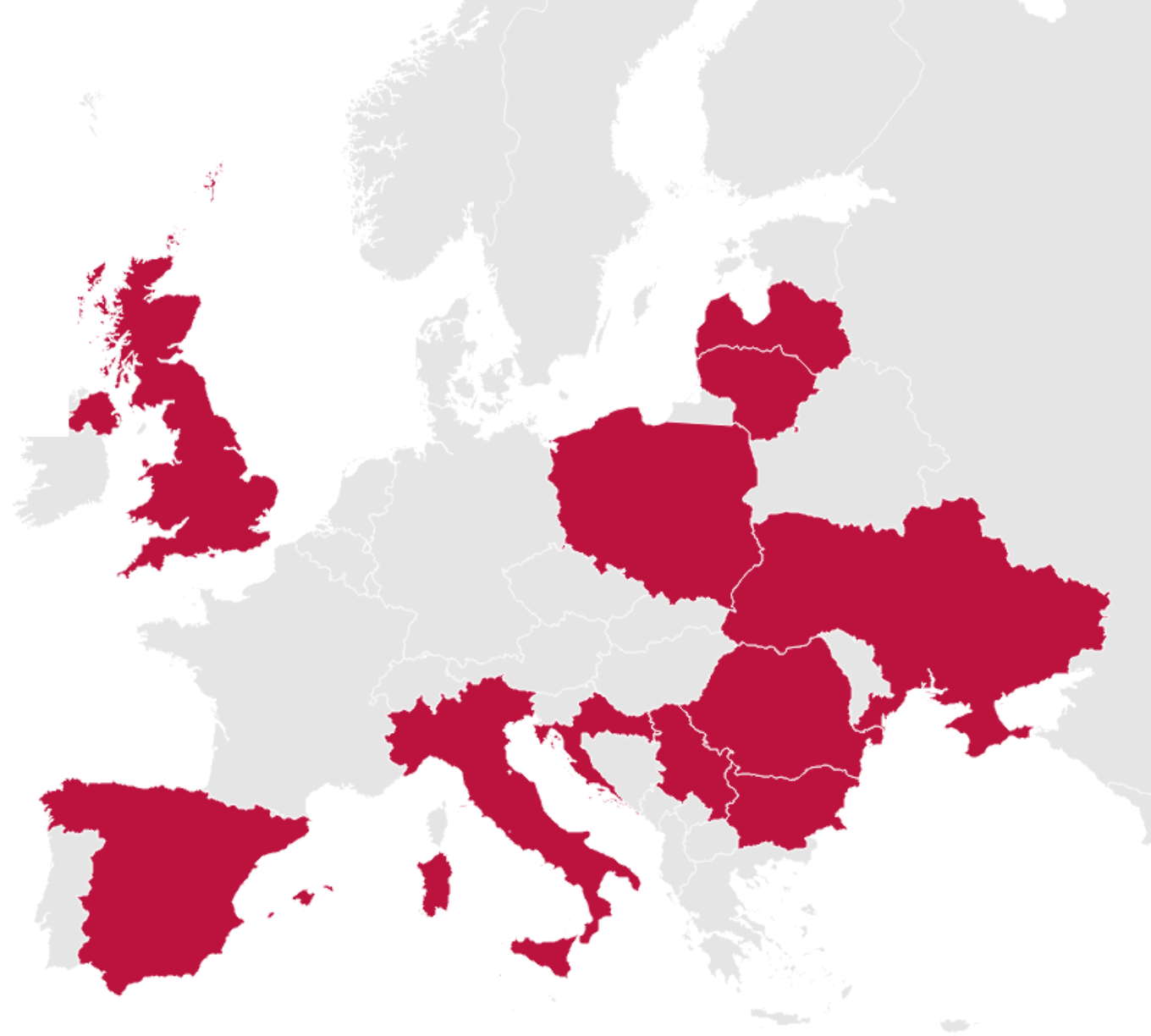


Talent Landscape Media Audit Report

Attracting Manufacturing Technicians across Europe
Talent Mapping and Job Board Strategy Report

- Croatia
- Romania
- Poland
- Latvia
- Bulgaria
- Lithuania
- Italy
- Spain
- Wales
- Scotland
- North England
- Ukraine and Serbia

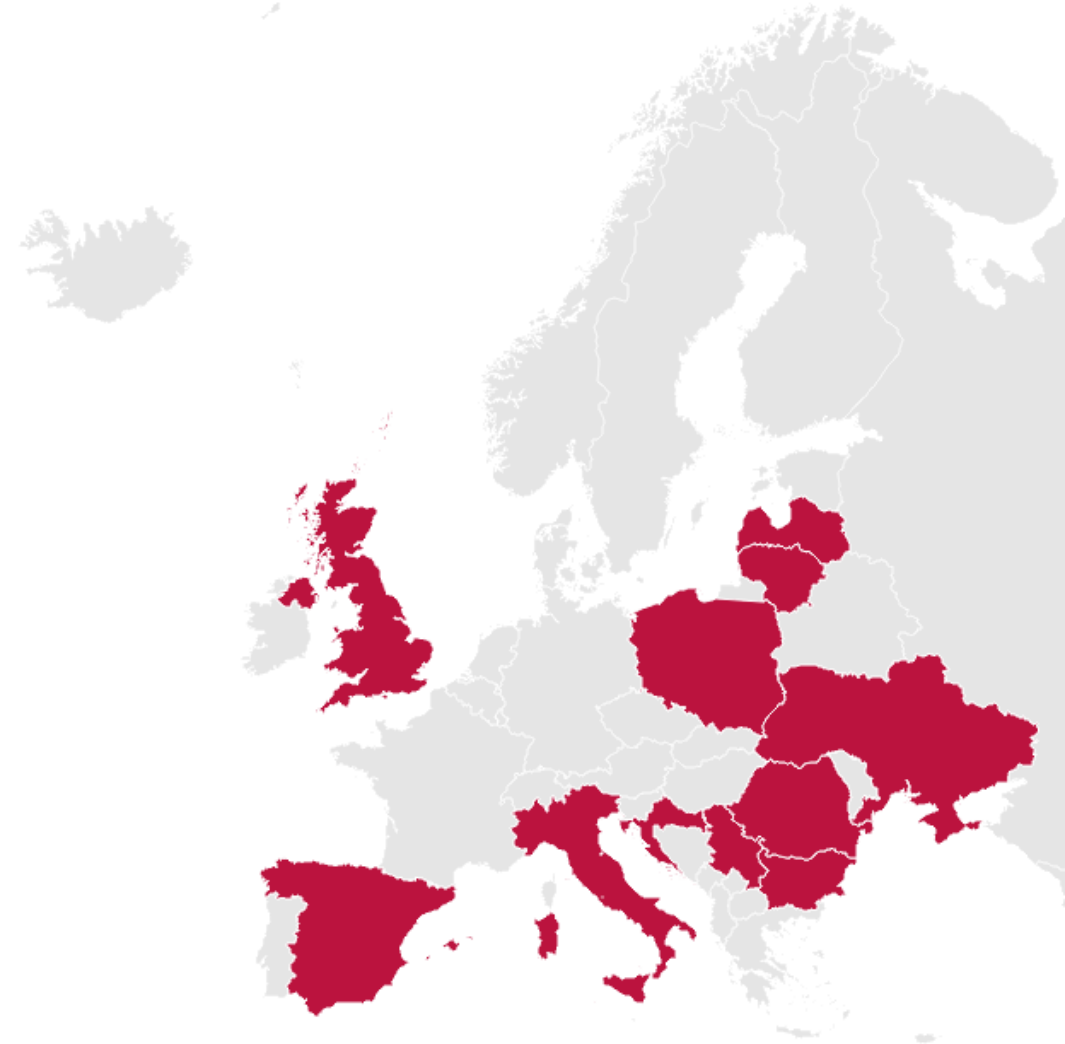


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Attracting Manufacturing Technicians across Europe
Talent Mapping and Job Board Strategy Document

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26. North England	
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34. Candidate Journey Advice	
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OVERVIEW

UK REGIONS

In the UK, in 2018 the percentage of all job searches started via Google was 85%. In 2021 the number is now just over 87%, which means that currently less than 13% of job searches start by candidates either going to job sites or to a careers site directly. Within the UK, Indeed and jobsites, particularly TotalJobs, dominate the market through Google sponsorship – meaning that they both regularly appear at the top of search results, obtaining high volumes of traffic to their sites.

EUROPE

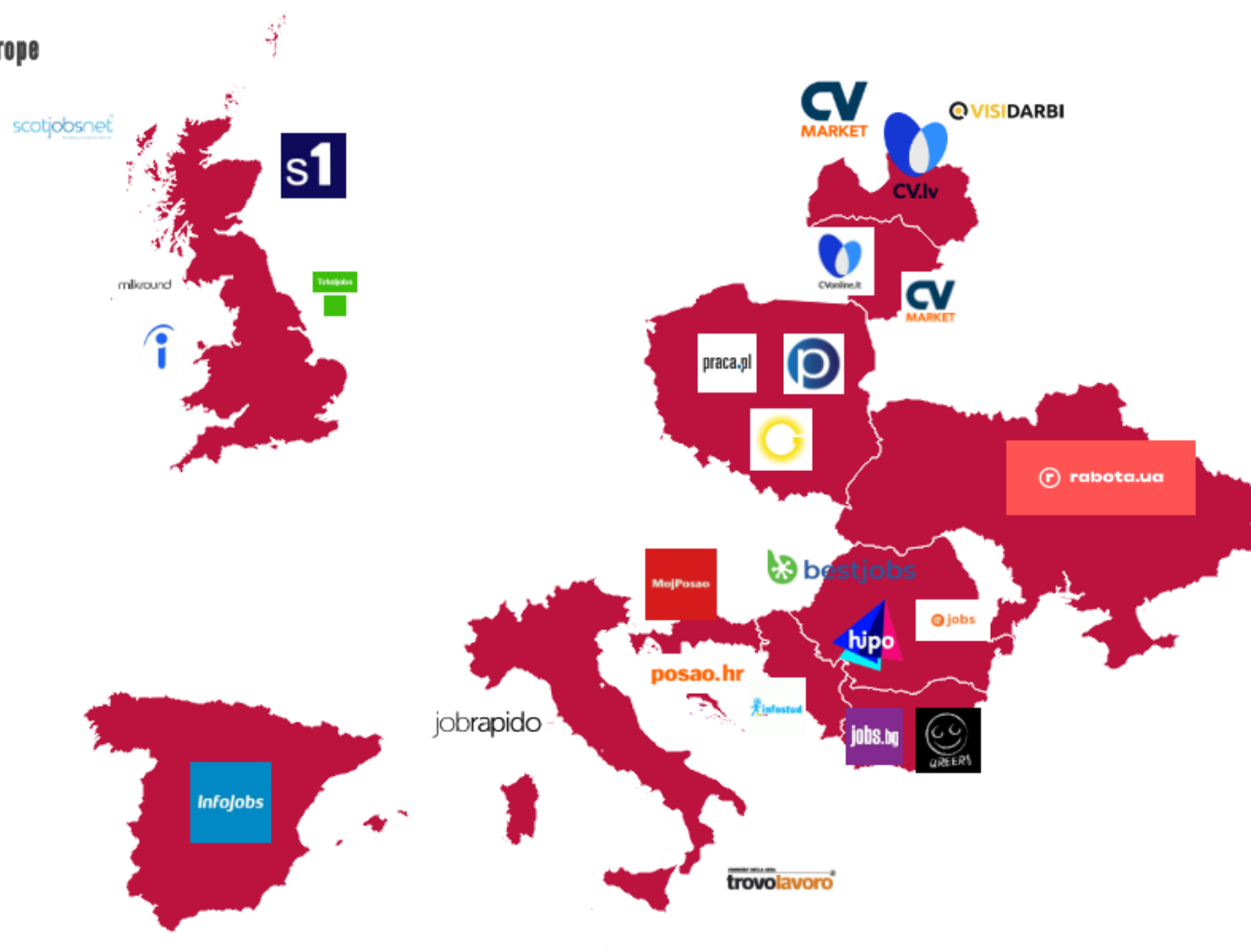
In Eastern Europe the market is very different. On average throughout eastern Europe around 70% of job searches start via the dominant job board in each country. In several countries there is effectively only one channel that the audience would even consider using for job searches. However in the countries where Indeed has a presence we would also look to utilise this methodology.

PROGRAMMATIC

Programmatic advertising is one of the most effective ways to advertise to active and passive candidates at present. This approach would serve banner impressions to potential candidates whose profile meets the criteria, their online behaviour and the content that they consume. As an example of the power of programmatic, impressions can be served to the HQ of competitor organisations in a target city, pinpointed to the exact building so that relevant employees all receive the job opportunity information.

AT A GLANCE

Attracting Manufacturing Technicians across Europe



- Scotland
- Northern England
- Wales
- Spain
- Italy
- Croatia
- Serbia
- Bulgaria
- Romania
- Ukraine
- Poland
- Lithuania
- Latvia

STRATEGIC APPROACH

Strategic Objectives

As with any recruitment marketing campaign it's vital to agree the objectives and key performance indicators and measure along the way.

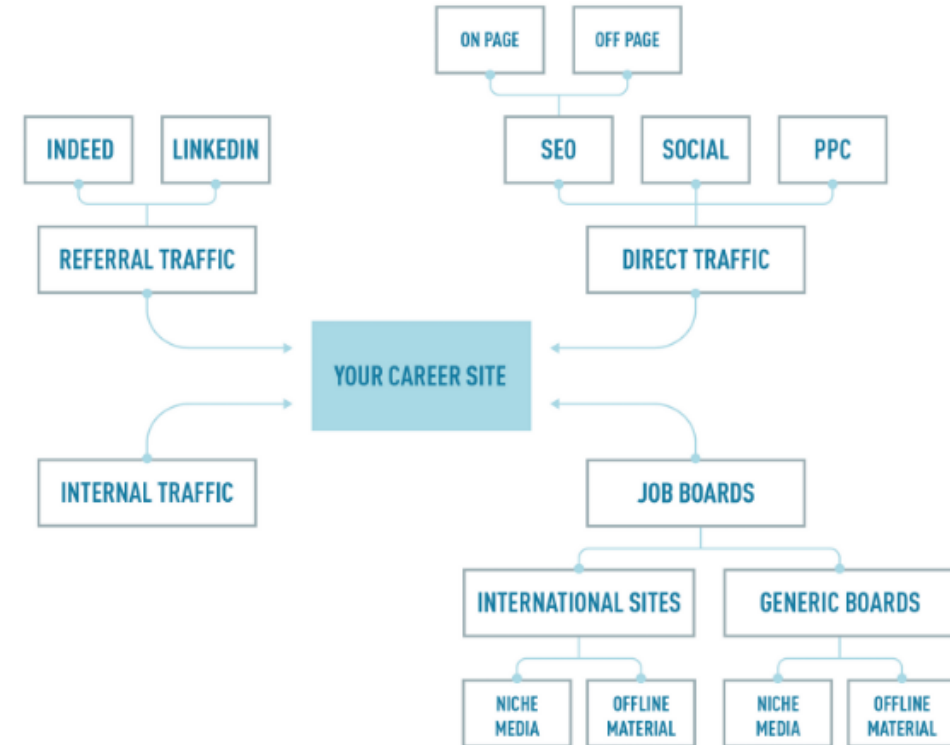
For this plan the key and strategic objective for you is:

- Increase quality of candidate being attracted to the business
- Lower attraction costs

Measurements Include:

- Campaign Impressions
- Campaign Clicks
- Lead/Application Volume
- Relevant Lead/Application Volume

To the right is a general map of channels that would be considered to drive traffic for these roles.

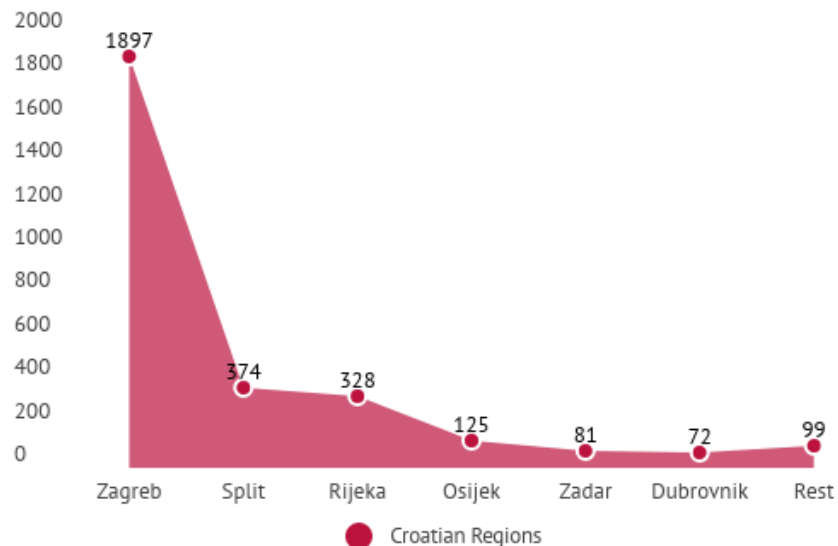


CROATIA

- 51.8% of the population is Female although this profile is male dominated
- The highest density of the MT profiles reside in the Zagreb regions of Croatia
- The majority have over 5 years experience
- Rimac Automobili is headquartered in Sveta Nedelja, a region of Zagreb. They develop and produce electric sports cars, drivetrains and battery systems

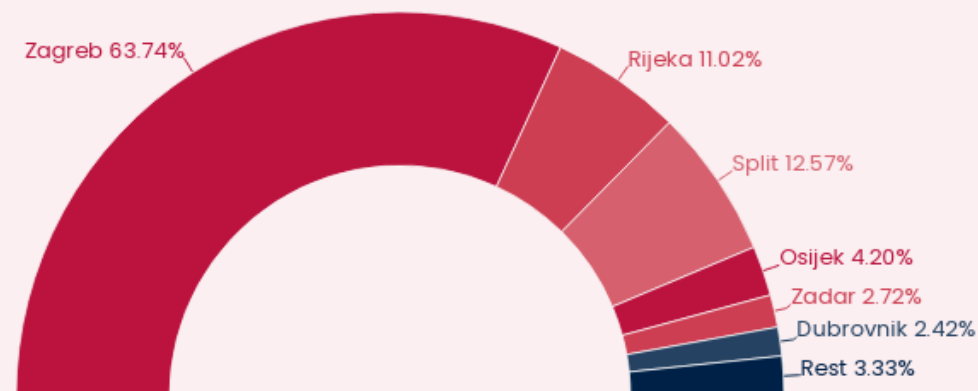
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where % candidate profiles live or work

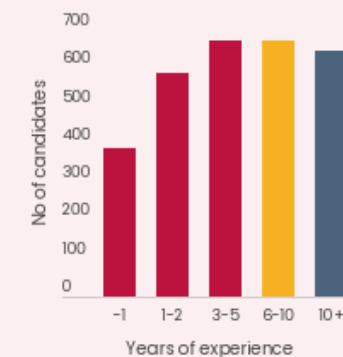


TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE



CROATIA

JOB BOARD RECOMMENDATION

Posao.hr (Job HR)

www.posao.hr

Av 3500 views per ad

Database of 75000 candidates

posao.hr is one of the most visited Croatian websites and it is affiliated with leading job boards in the region and the world.

Contact: hrvoje.brkic@posao.hr

Tel: +385 1 6325 549

Moj Posao (My Job)

The number one portal for Croatian job seekers, which is among the 15 most visited Croatian websites * and is connected to the leading employment portals in the region and the world.

800,000 Unique Visitors

Contact: oglasavanje@moj-posao.net

Tel: 01 6065 275

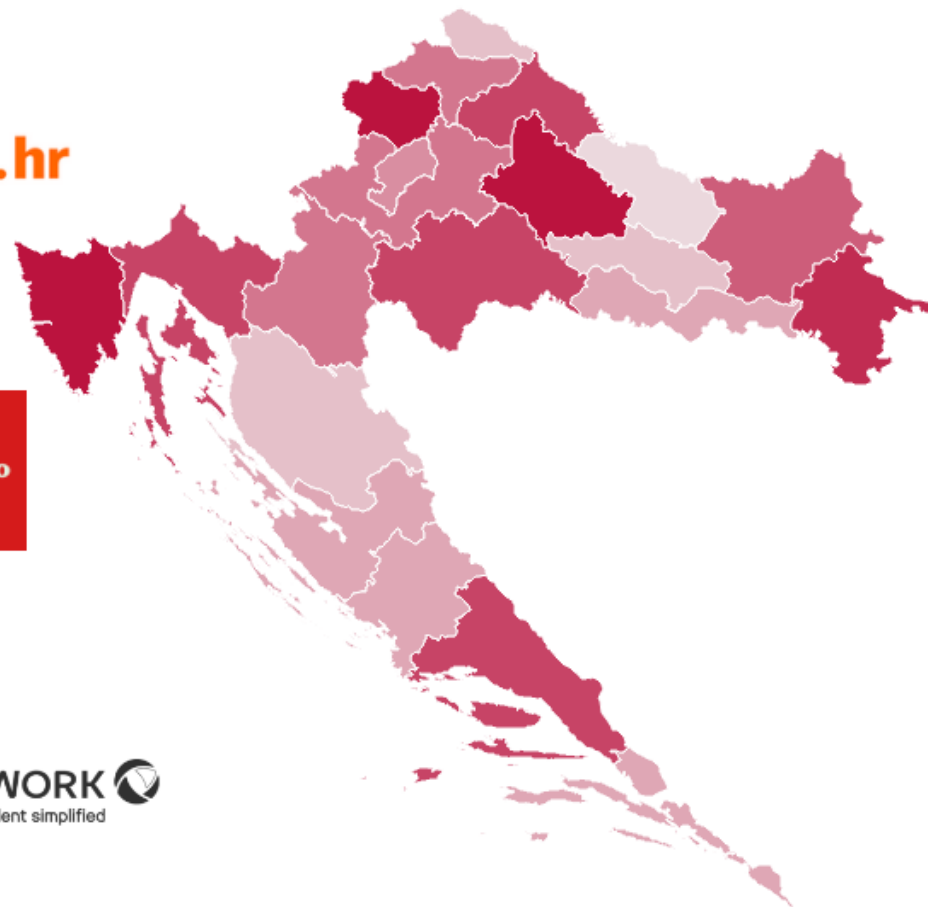
The Network

The main hub for all European job advertising and allows you to recruit in 138 countries via one single point of contact

posao.hr

MojPosao

THE NETWORK 
Global talent simplified

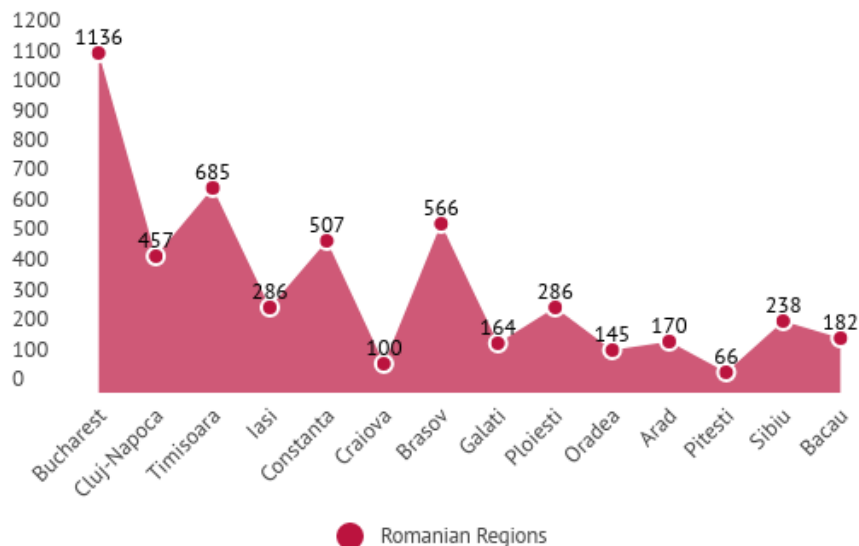


ROMANIA

- 51.4% of the population is Female although the MT profile is still male dominated
- 26% of the highest positions in the country are occupied by women and for middle management roles the figure is 28%
- Romania is the second-fastest growing economy in Europe.
- Bucharest has the highest density of talent matching the MT profile
- Continental Romania is a German multinational automotive parts manufacturing company and is a key company that is made up of MT profiles
- Romania has the highest candidate talent pool with over 9000 potential candidates to market to and 4988 that closely match the MT candidate profile

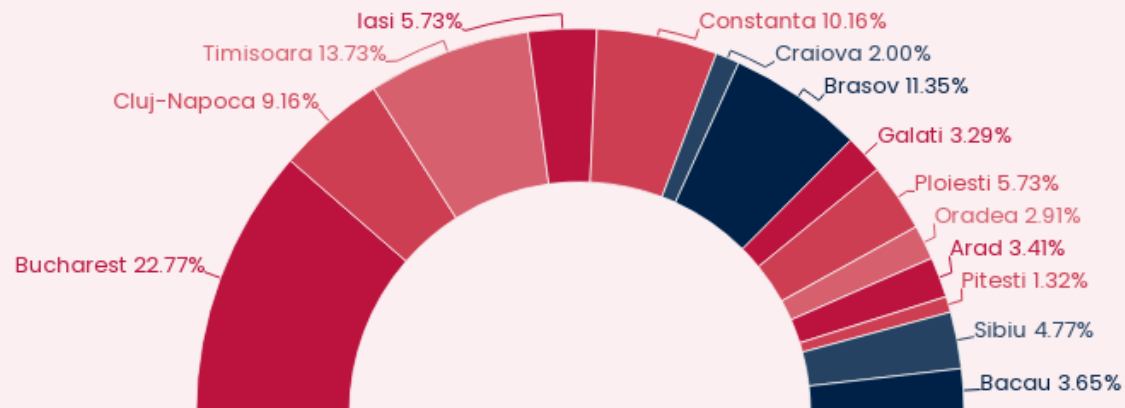
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where % candidate profiles live or work

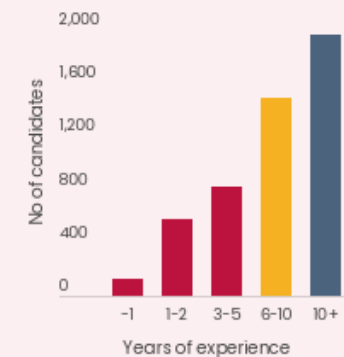


TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE



ROMANIA

JOB BOARD RECOMMENDATION

Best Jobs

www.bestjobs.eu

4.6 million CVs

1 million unique monthly visits

BestJobs.eu is one of Romania's leading job sites, with more than 20 years of experience in the online recruitment business.

Tel: +40 317 104 224

EJobs

www.ejobs.ro

ejobs offers over 37133 jobs, in Romania and abroad

4.6 million CVs

43300 daily applicants

Tel: (021)9124

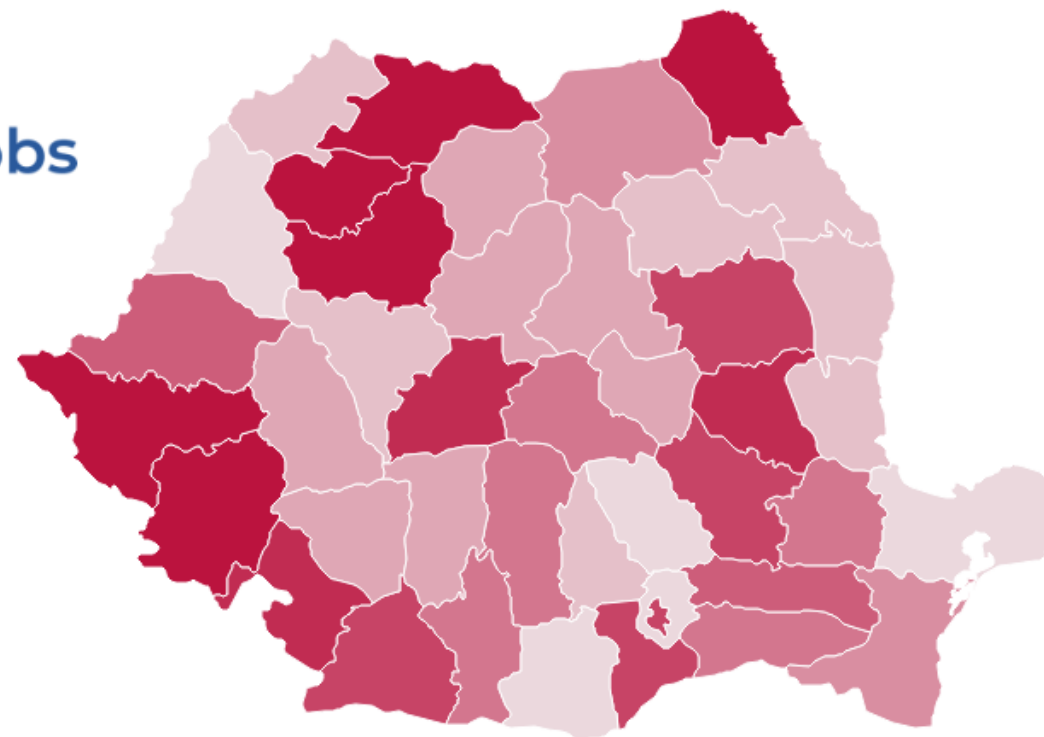
Hipo

www.hipo.ro

Hipo.ro is a job board focused on professionals, graduates and students.

Over 1.000.000 registered candidates and used by hundreds of major employers in Romania

Contact: suport@hipo.ro

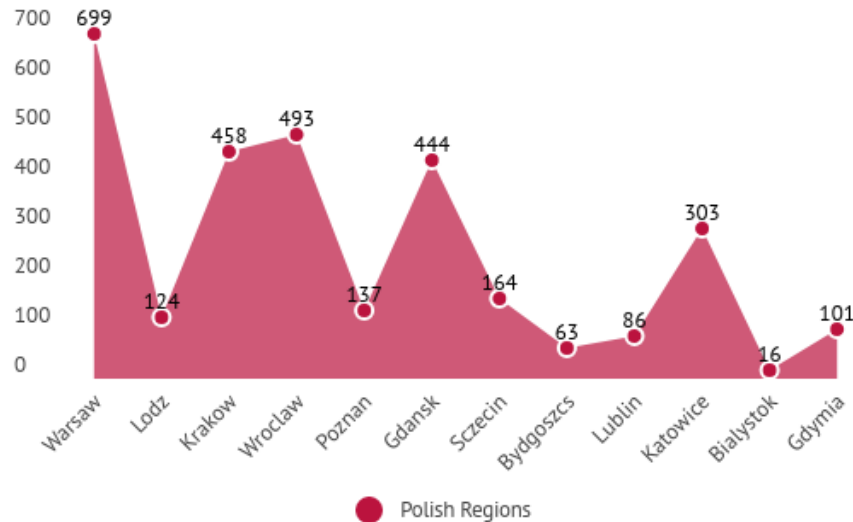


POLAND

- 51.5% of the population is Female although this profile is male dominated
- Warsaw has the highest density of talent in Poland, followed by Wroclaw
- Aptiv in Poland has over 5500 employees with 2000 of those being classed as engineers
- Wroclaw is home to the University of Science and Technology also known as WRUST

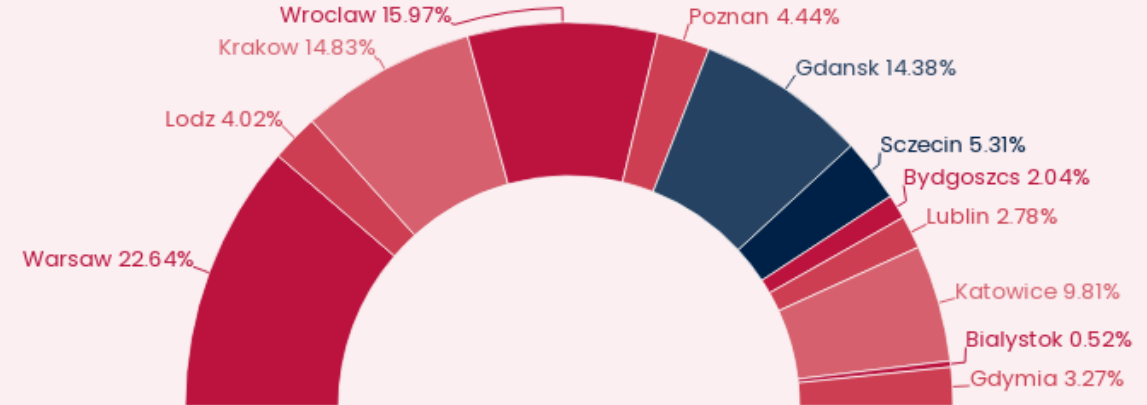
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where % candidate profiles live or work

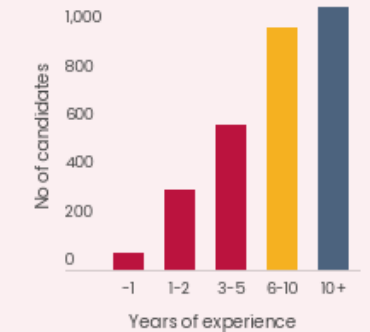


TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE



POLAND

JOB BOARD RECOMMENDATION

Pracuj

www.pracuj.pl

68 million visits monthly

4.8 million unique monthly visits

Grupa Pracuj has been operating in the market since 2000. The company employing 700 people is based in Warsaw and has eleven regional offices all over Poland.

Contact: Kaja Kwiatkowska

kaja.kwiatkowska@pracuj.pl

Tel: + 48 22 373 74 17

Praca.pl

www.praca.pl

Praca.pl is one of the most popular Poland's recruitment websites.

Over 1 million real users monthly

Reaches 4 million potential candidates

biuro@praca.pl

Tel: (+48) (22) 567 16 00

Golden Line

www.goldenline.pl

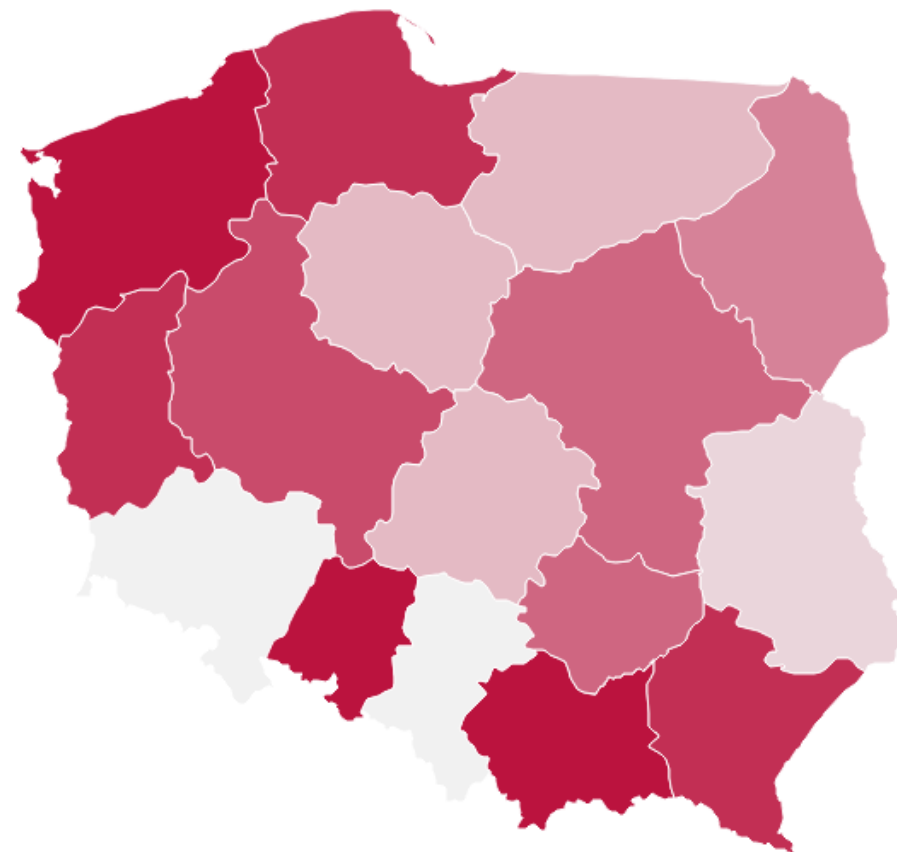
Goldenline.pl has about 3,000,000 candidates

One of the largest databases of people in Poland

Contact: Mariusz Puzynowicz



praca.pl

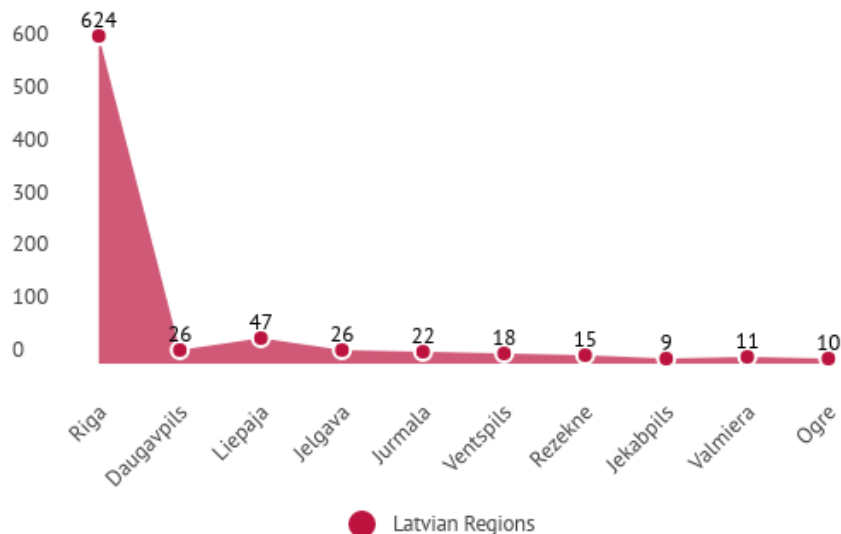


LATVIA

- 53.9% of the population is Female although this profile is male dominated, Latvia has the highest female % in Europe
- The percentage of women in tech reflects the country's high percentage of women in the workforce which stands at 50.25%
- Latvia has a smaller talent pool but relative in relation to its population
- The vast majority of the talent pool works or lives in Riga
- There are 127 women to ever 100 men in Riga
- airBaltic is Latvias leading airline based in Riga

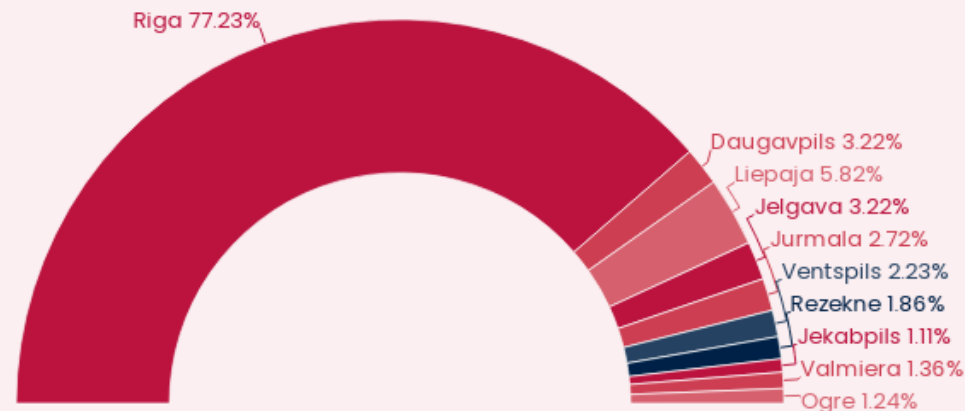
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where % candidate profiles live or work

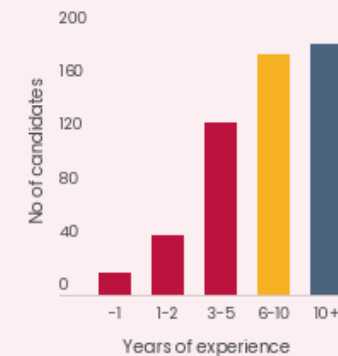


TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE



LATVIA

JOB BOARD RECOMMENDATION

CV Market

www.cvmarket.lv

5.3 million visits monthly

1.3 million unique monthly visits

Promising good return on investment, CV Market Latvia is a major player on the Latvian job market and the fastest-growing career portal in Latvia. You can find highly qualified candidates with users typically 20 to 49 years old, mostly with a BA degree or higher

Contact: Gytis Pigaga

gytis.pigaga@cvmarket.lt

Tel: +370 5 232 2038

CV.lv

www.cv.lv

CV-Online job portal (www.cv.lv) is the most popular, highest evaluated and most recommended job search resource in Latvia being primary used by specialists and managers

Tel: +371 67356110

email: info@cv.lv

Visidarbi

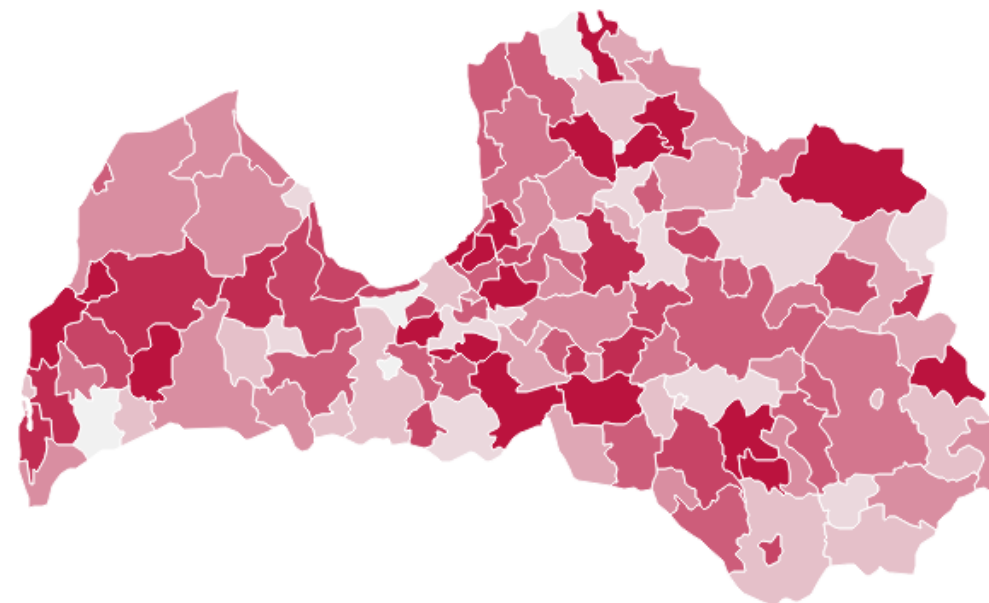
www.visidarbi.lv

Visidarbi.lv is one of the most popular and fastest growing job advertising portals in Latvia

Contact: Dace Kalniņa

dace@visidarbi.lv

tel: (+371) 26893218

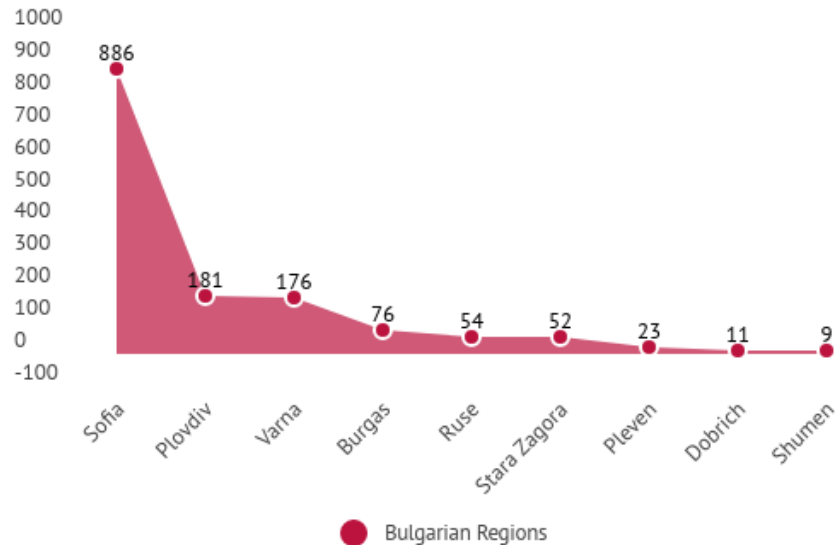


BULGARIA

- 51.4% of the population is Female although this profile is male dominated
- Bulgarian and Romanian females in Tech roles make two or three times their country's average income, working in outsourcing or R&D for Western European or US businesses.
- Sofia has the largest talent pool within Bulgaria at over 60% of the entire Bulgarian talent pool
- Lufthansa has its main hub in Sofia and is a key player in the engineering and mechanics talent pool in the region

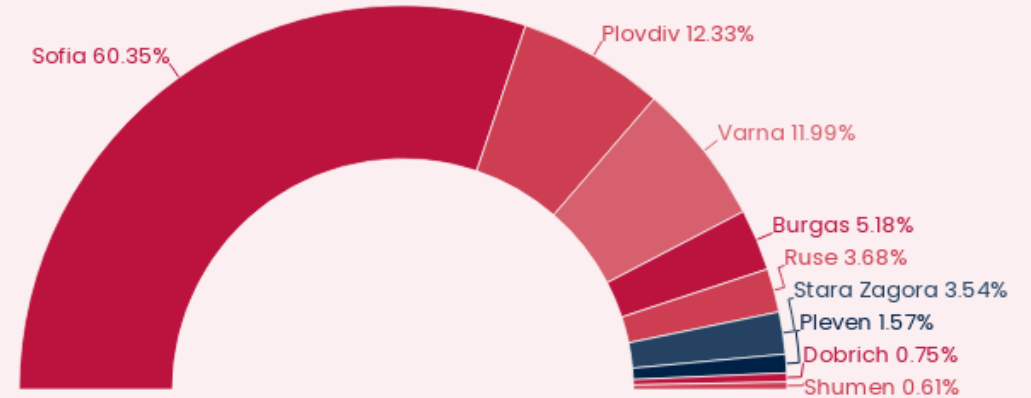
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where % candidate profiles live or work



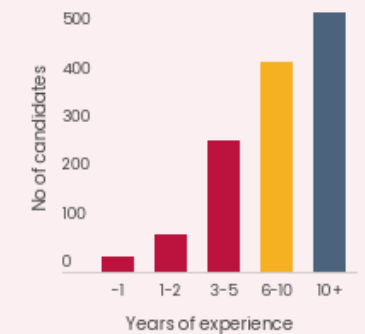
TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work

Lufthansa

Melexis Behr-Hella Sensata Visteon Saipem Plane Care KOSTAL

EXPERIENCE



BULGARIA

JOB BOARD RECOMMENDATION

Jobs.bg

www.jobs.bg

5.3 million visits monthly

1.3 million unique monthly visits

JOBS.BG is the No. 1 job site – and one of the most popular websites – in Bulgaria, visited by more than 1.3 million unique users every month (Google Analytics).

Contact: Kremena Kamenova

kremena@jobs.bg

Tel: +359 2 439 22 22

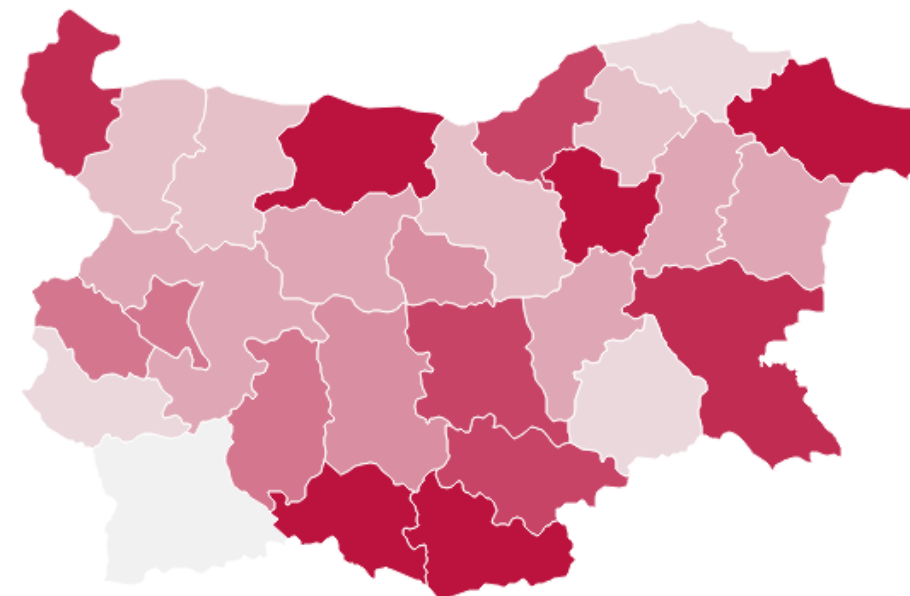
Qreer

www.qreer.com

The founders of Qreer.com have developed a website comprising of technical based candidates, showcasing 15 educational backgrounds; and over 150 specialties from all over Europe

info@qreer.com

Tel: +31 (0)40 700 9709

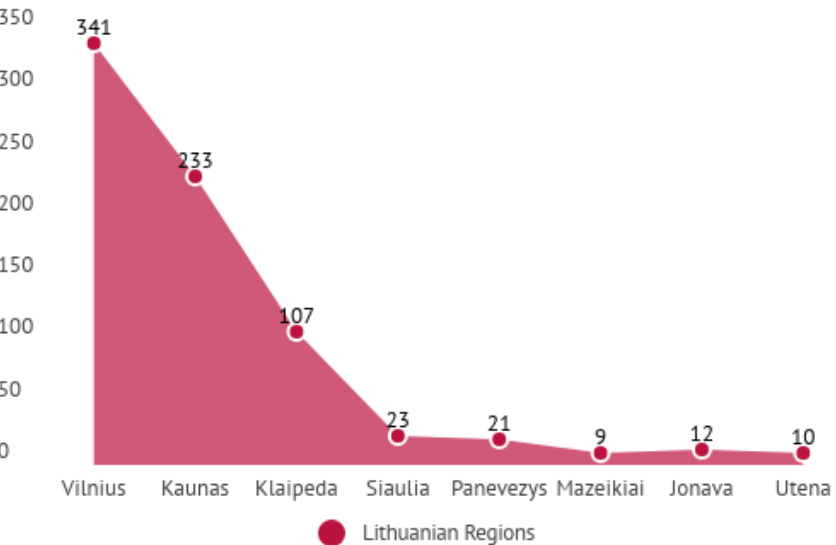


LITHUANIA

- 53.7% of the population is Female although this profile is male dominated and is second only to Latvia with the highest female to male split
- The largest talent pool of Manufacturing Technicians is based around the Vilnius and Kaunas regions
- FL Technics is a global provider of aircraft maintenance, repair and overhaul (MRO) services. The company is a family member of Avia Solutions Group.

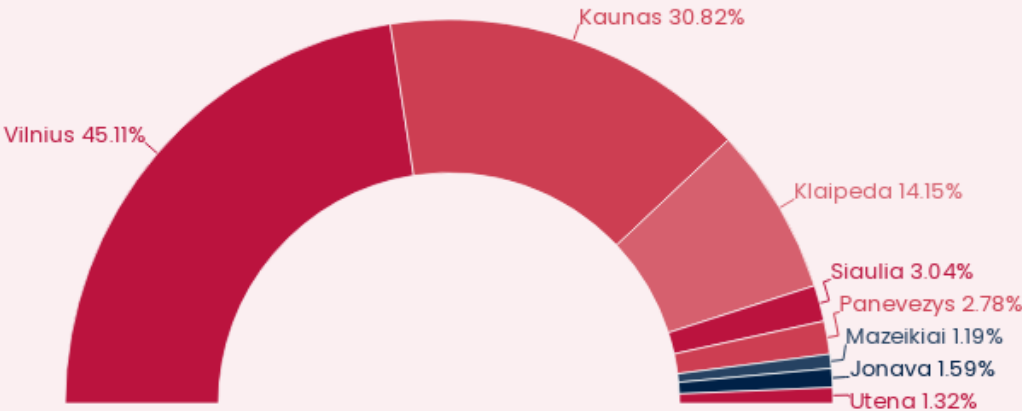
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where highest % candidate profiles live or work



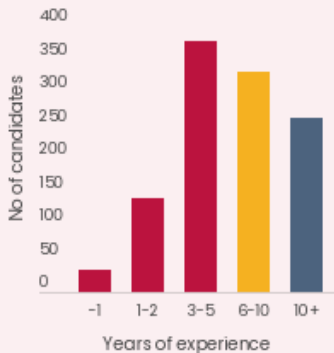
TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE

Based on where candidates have specified



LITHUANIA

JOB BOARD RECOMMENDATION

CV Market

www.cvmarket.lt

5.3 million visits monthly

1.3 million unique monthly visits

Promising good return on investment, CV Market Latvia is a major player on the Latvian job market and the fastest-growing career portal in Latvia. You can find highly qualified candidates with users typically 20 to 49 years old, mostly with a BA degree or higher

Contact: Gytis Pigaga

gytis.pigaga@cvmarket.lt

Tel: +370 5 232 2038

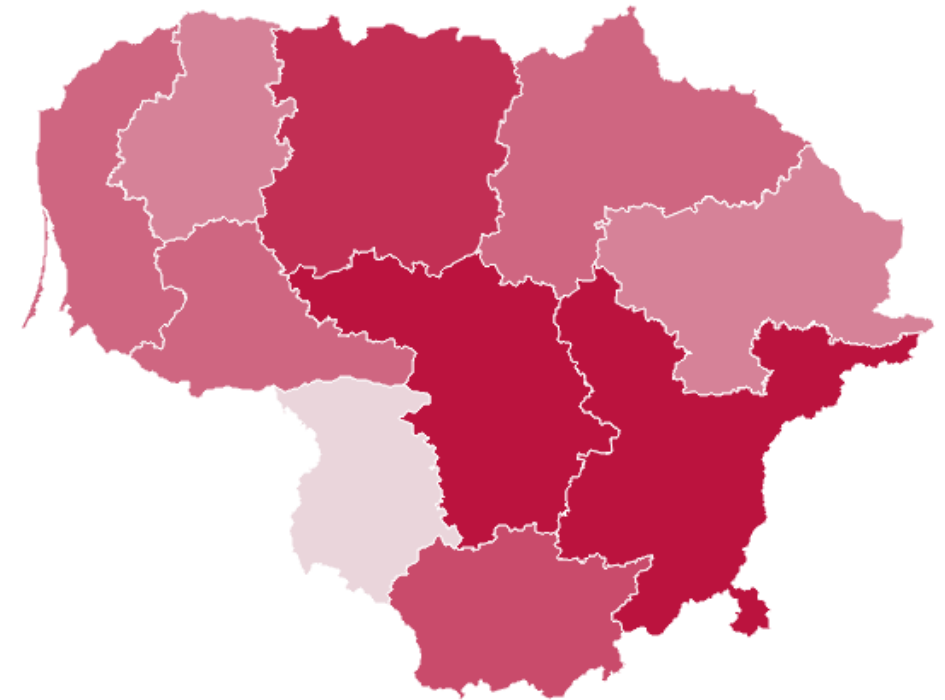
CVOnline.lt

www.cvonline.lt

CV-Online job portal (www.cv.lv) is the most popular, highest evaluated and most recommended job search resource in the Baltics

Tel: +370 679 81 568

paroduodimai@cvonline.lt

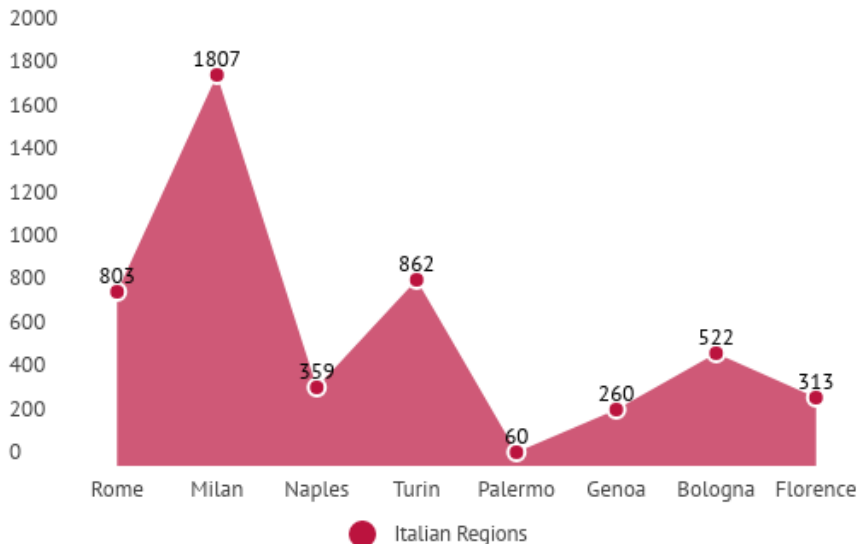


ITALY

- 51.3% of the population is Female although this profile is male dominated
- The highest density of talent pool is within the Milan area
- Italy has a high percentage of engineering and manufacturing businesses
- Italy also has candidates with some of the highest levels of experience

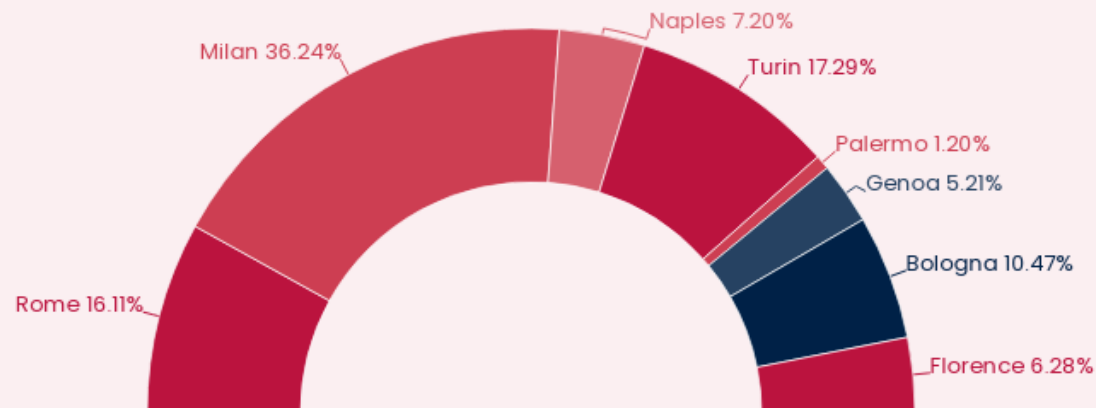
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where highest % candidate profiles live or work



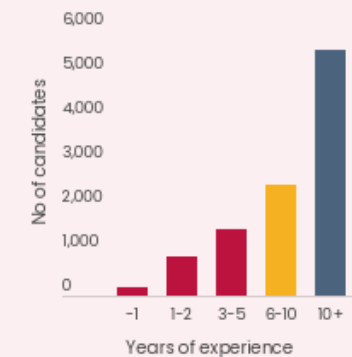
TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE

Based on where candidates have specified



ITALY

JOB BOARD RECOMMENDATION

TrovoLavoro

www.lavoro.corriere.it

520,000 visits monthly

400,000 unique monthly visits

Trovolavoro is the only recruiting channel using the communication power of two of the main Italian media: Corriere della Sera and Corriere.it

Contact: Vanessa Sertori

Vanessa.sertori@rcs.it

RCS Media

www.rcsmediagroup.it

RCS is one of the world's major multimedia publishing groups and owns Trovolavoro and other publications

JobRapido

National Aggregator

35 million monthly unique users

60 million registered users

From its headquarters in Milan, Jobrapido analyses and aggregates job listings from all over the web, so that candidates can find all relevant jobs in one place. Using pioneering technology and innovative products, Jobrapido connects the dots between great employers and stellar candidates.

CORRIERE DELLA SERA
trovolavoro

RCS
MEDIAGROUP

jobrapido

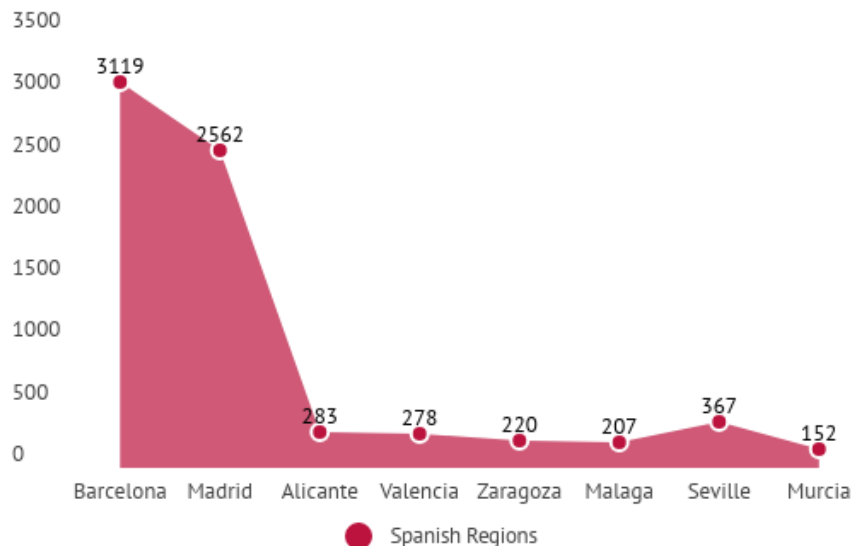


SPAIN

- 50.8% of the population is female although this profile has an equal mix of MT candidates
- Spain has a high level of engineering and manufacturing talent
- Barcelona has the highest percentage of talent followed closely by Madrid
- RyanAir are a major engineering employer in the region

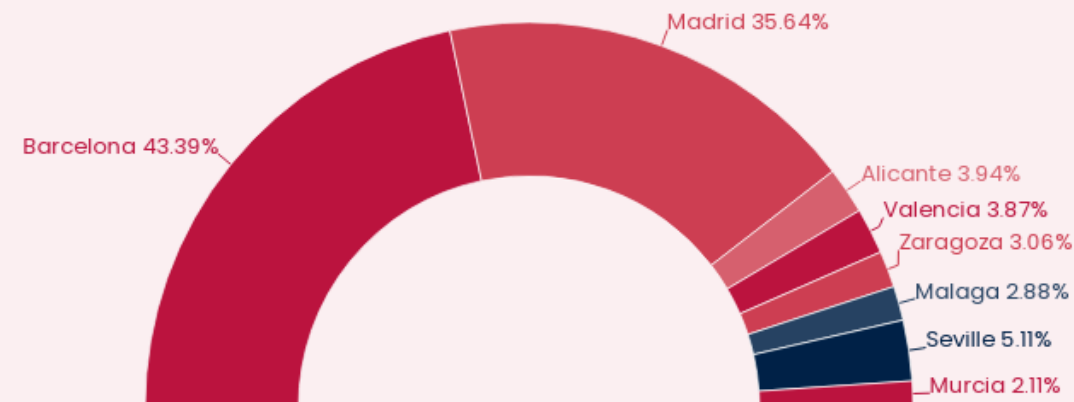
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where highest % candidate profiles live or work



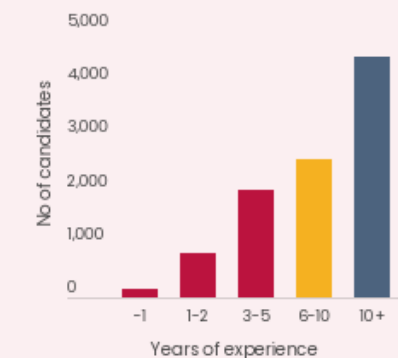
TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE

Based on where candidates have specified



SPAIN

JOB BOARD RECOMMENDATION

Infojobs

www.infojobs.net

800k Daily Users

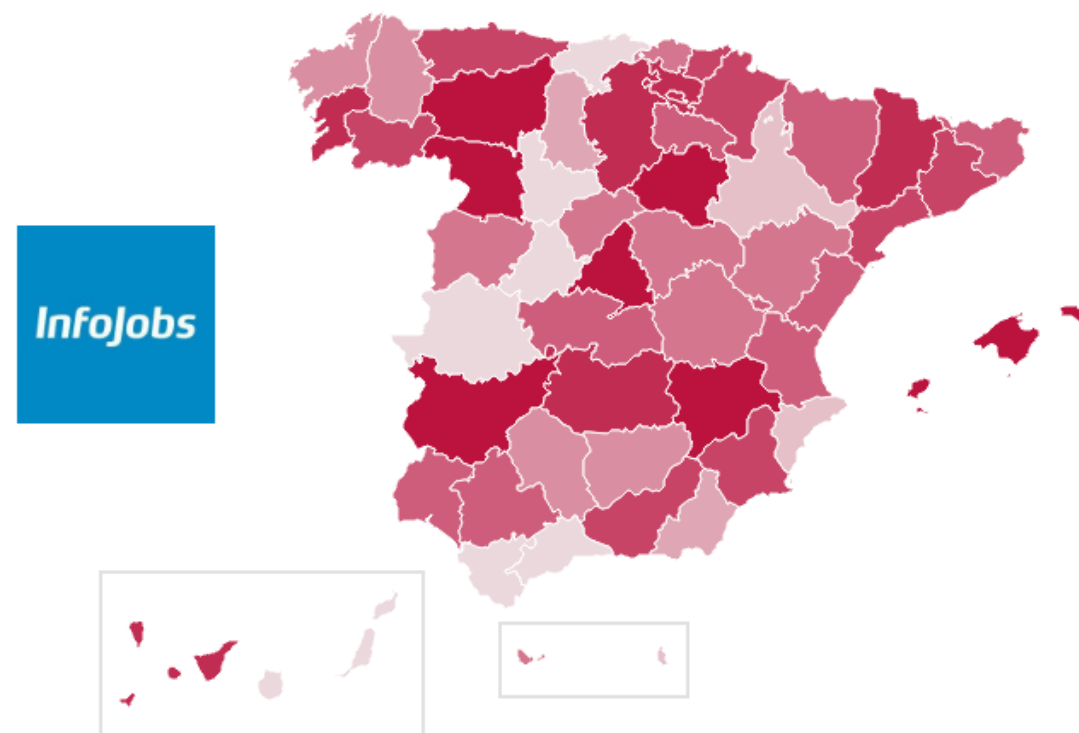
43 million Monthly visits

InfoJobs is the leading job board in Spain with over 43 million monthly visits and a database of more than 8 million candidates. InfoJobs is the first privately owned career network in Europe and one of the most popular sites on the Internet

Contact: Ana Rodriguez

ana.rodriquezm@adevinta.com

Tel: +34 607 578 521

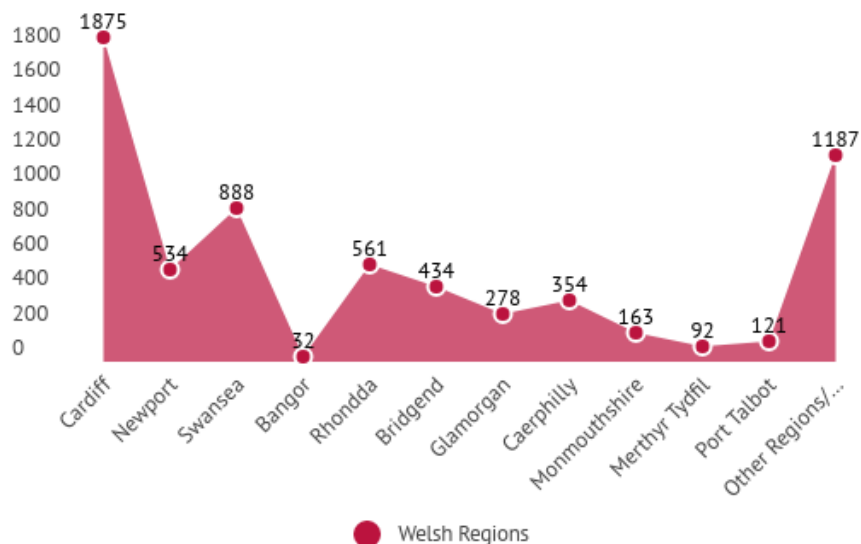


WALES

- 50.7% of the population is Female although this profile is male dominated
- The highest amount of candidates that fall under the MT profile are based in Cardiff
- Airbus and Aston Martin are some of the major employers in this area of the market
- However, Wales is made up of a higher amount of candidates with a lower level of experience at 3-5 years

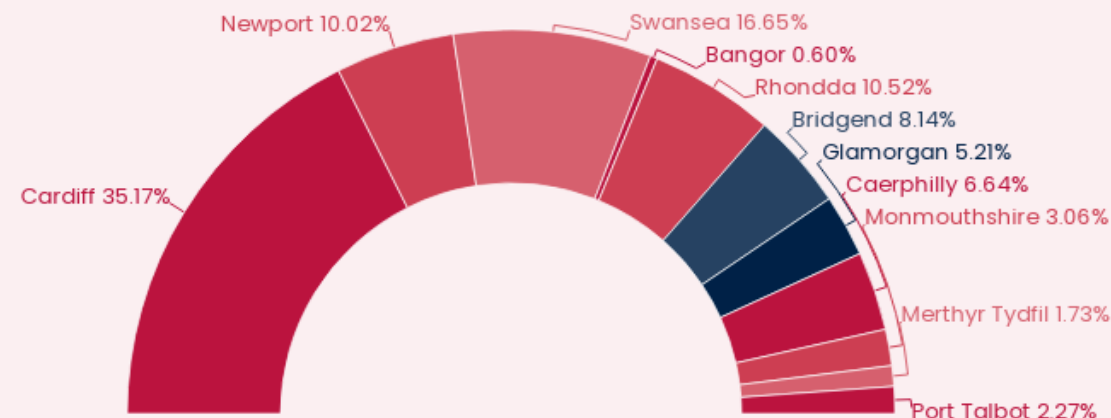
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where highest % candidate profiles live or work



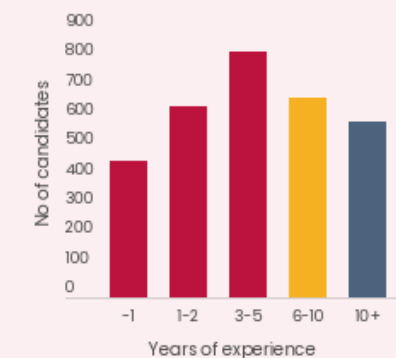
TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE

Based on where candidates have specified



WALES

JOB BOARD RECOMMENDATION

Indeed

www.indeed.com

Indeed in the UK has 42 million visits per month.

436 active candidates across Wales searching for Manufacturing Technician roles

62 applicants per role on average

Totaljobs

www.totaljobs.com

33000 MT Candidates

17880 would relocate

2,763 active MT candidates

Averaging 12 applications per role

MILKROUND

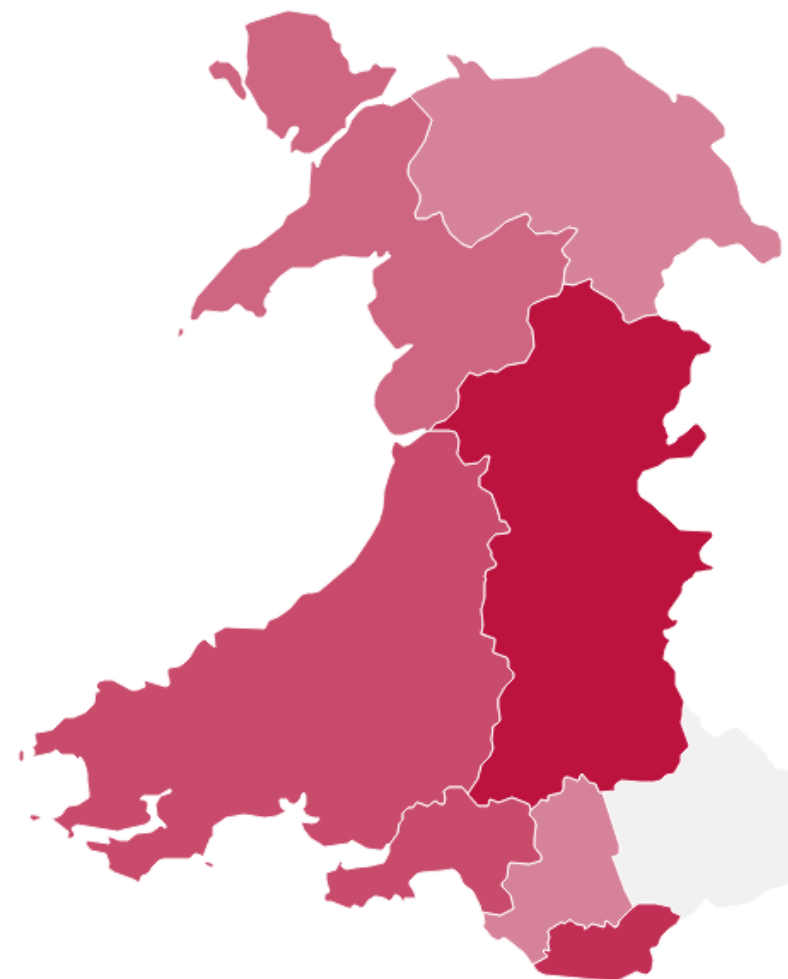
www.milkround.com

39.9k Recent Engineering and Manufacturing grads

168 applications per job



milkround

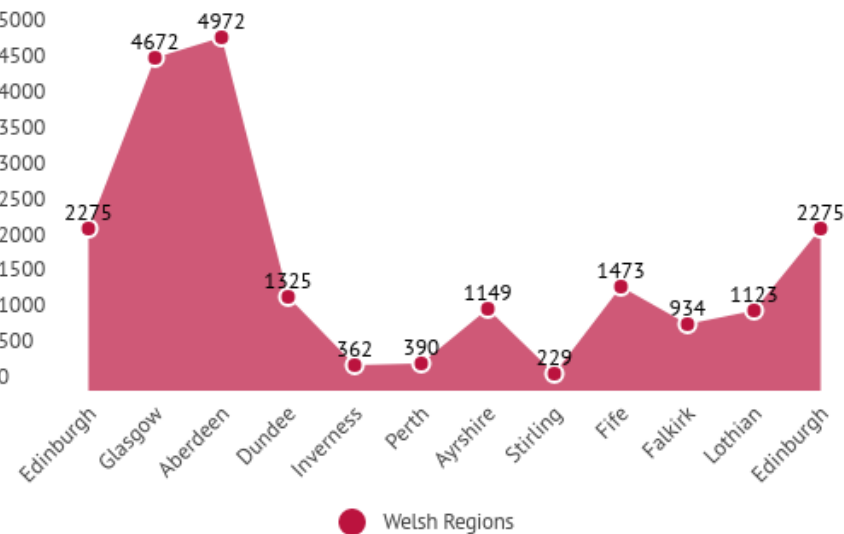


SCOTLAND

- 51.5% of the population is Female although this profile is male dominated
- Petrofac comes out on top as the employer where candidates have built up the most experience
- Aberdeen has the highest talent pool, closely followed by Glasgow

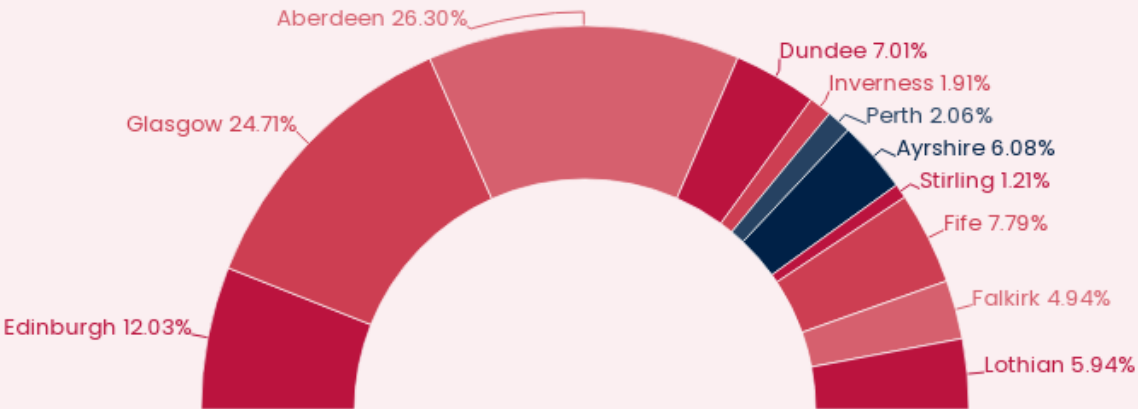
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where highest % candidate profiles live or work



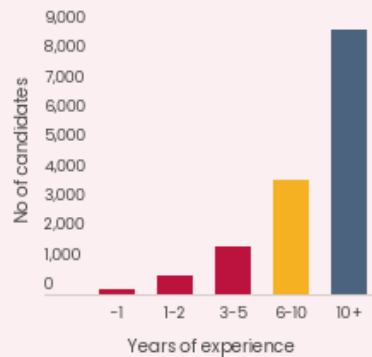
TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE

Based on where candidates have specified



SCOTLAND

JOB BOARD RECOMMENDATION

S1 Jobs

www.s1jobs.com

s1jobs.com is Scotland's biggest recruitment site with on average 1.5 million visits per month.

Contact: Robert Farmer

robert.farmer@s1now.com

Tel: 07367 274 542

Scotjobs.net

www.scotjobsnet.co.uk

86,000 visits per month

Engineering /Trades /Technical 11% searches

Database 13,000 Technical and Engineering

Age spread 19-52

Contact: Neil Shannon

neils@scotjobsnet.co.uk

Tel: 07865 020411

Indeed

There are currently a high number of candidates across Scotland actively looking for a new MT role:

Scotland - 196



scotjobsnet^{uk}
find any scotland jobs here

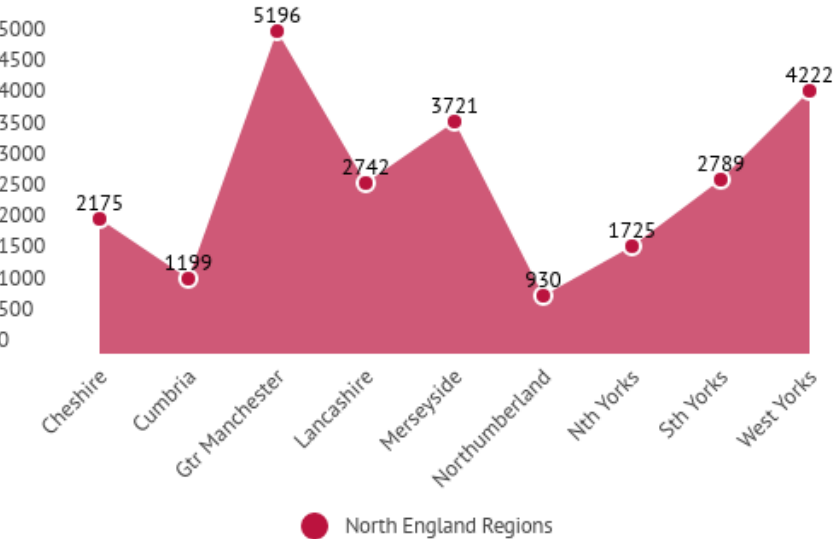


NORTHERN ENGLAND

- 53.5% of the population is Female although this profile is male dominated
- The Greater Manchester region has the highest density of talent within engineering and sciences followed by West Yorks
- Jaguar Land Rover are a major player in the field in Northern England

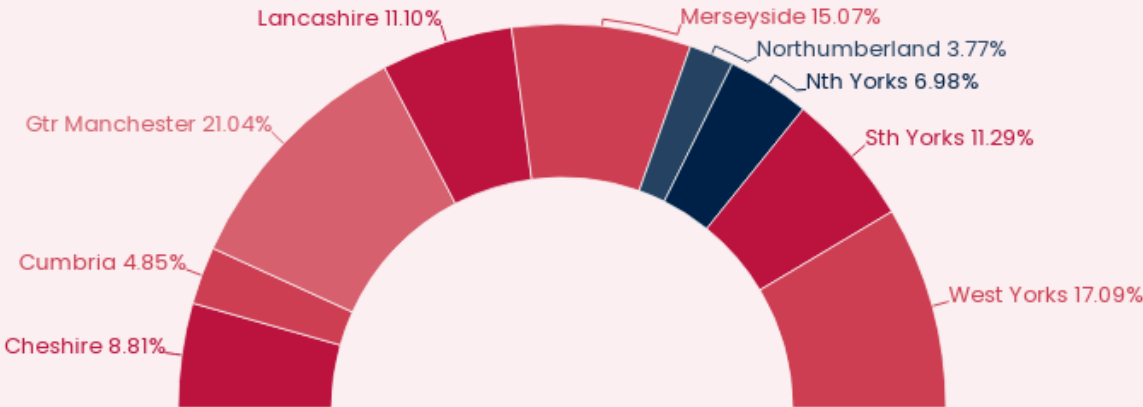
TALENT POOL PER REGION

Based on candidate profile provided



CANDIDATE LOCATION BREAKDOWN

Locations where % candidate profiles live or work

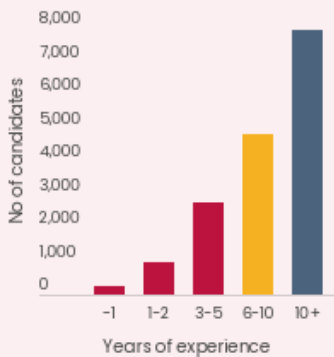


TALENT BACKGROUND COMPANIES

Companies where candidates have worked or currently work



EXPERIENCE



NORTHERN ENGLAND

JOB BOARD RECOMMENDATION

INDEED

www.indeed.com

Active MT Candidates: 337

Greater Manchester - 84

Durham - 86

East Riding of Yorkshire - 52

Tyne and Wear - 85

Lincolnshire - 30

MILKROUND

www.milkround.com

39.9k Recent Engineering and Manufacturing grads

168 applications per job

TOTALJOBS

www.totaljobs.com

6600 MT active candidates,

Averaging 21 applications per role



milkround



SERBIA AND UKRAINE

Infostud

www.infostud.com

2.18 million visits monthly

700,000 unique monthly visits

Infostud is now one of the largest Internet companies in Serbia with over 80 employees and 11 websites covering different areas: employment and HR, education, travel, cars and tyres.

Contact: Vesna Atic

vesna.atic@infostud.com

Tel: +381 (0)64 86-85-834



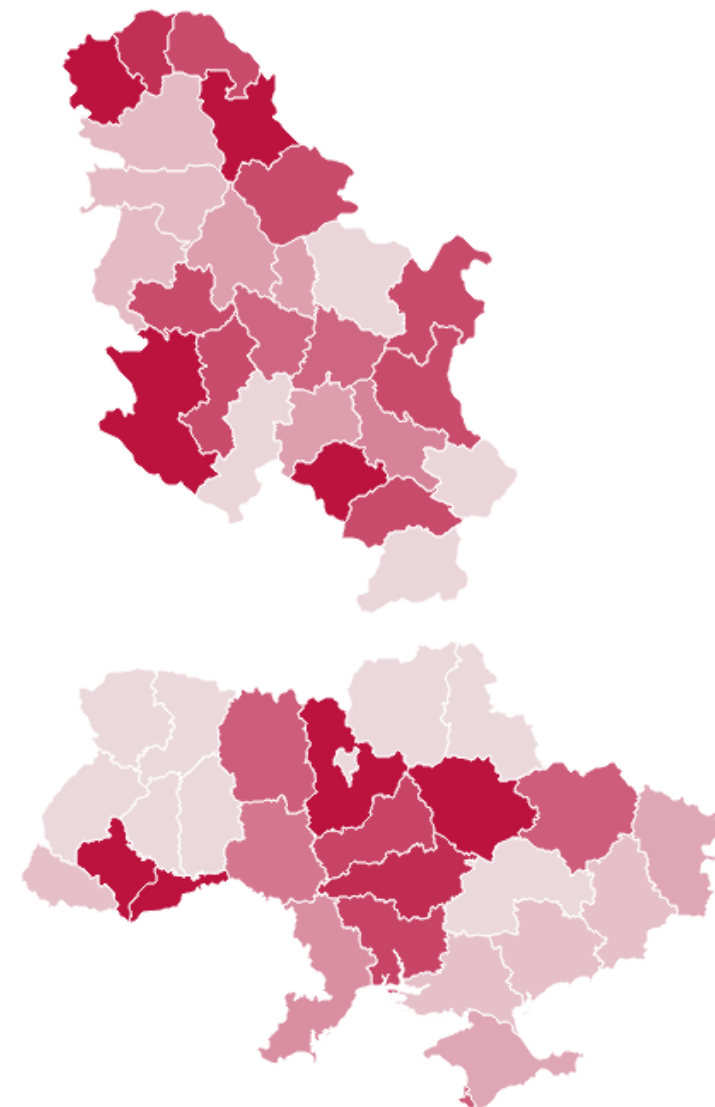
Rabota

www.rabota.ua

Over 45,000 international and Ukrainian companies use the services of rabota.ua to find professionals and promote their employer brand.

Contact: Anna Tkachuk

AnnaT@rabota.ua



RECOMMENDATIONS

Below is the advised recommended approach for job boards in each region outlined:

CROATIA

<https://www.the-network.com/member-job-boards/croatia/posao-hr/>

- 1 Customised Credit – up to 30 days live, Corporate Branded Layout, Video Embedment & URL apply
- Floating Banner - €3,500 per month, Mega Banner OR Wallpaper Banner
- 1 Month CV Database access – Unlimited Downloads - Most CVs in Croatian

ROMANIA

<https://www.the-network.com/member-job-boards/romania/bestjobs-ro/>

- 1 Business Pro Credit – up to 35 days live, Corporate Branded Layout, 11 Refreshes, 4 Boosts
- 1 Month CV Database access – Max 300 CV Downloads – Most CVs in Romanian

POLAND

<https://www.the-network.com/member-job-boards/poland/pracuj-pl/>

- 1 Deluxe Credit – up to 30 days live, Corporate Branded Modular Layout, 5 Refreshes, Nationwide Coverage & Boost Service
- Mega Board Banner

BULGARIA

<https://www.the-network.com/member-job-boards/bulgaria/jobs-bg/>

- 1 Customised Credit – up to 30 days live, Corporate Branding

LATVIA

- 1 Customised Credit – up to 30 days live, Corporate Branding & Local Translation
- VIP Employer Banner
- Targeted Newsletter Email – Up to 5,000 Mails to suitable candidates

LITHUANIA

<https://www.the-network.com/member-job-boards/lithuania/cv-market-lithuania/>

- 1 Customised Credit – up to 30 days live, Corporate Branding
- Targeted Newsletter Mailer – Up to 5,000 Mails to suitable candidates

UKRAINE

<https://www.the-network.com/member-job-boards/ukraine/rabota-ua/>

- 1 Customised Credit – up to 30 days live, Corporate Branding & Boost Service
- Homepage Button
- Company Profile for 3 Months

Targeted HTML email – Up to 500 of the most suitable candidates matching the spec

SERBIA

<https://www.the-network.com/member-job-boards/serbia/infostud/>

1 Customised Credit – up to 30 days live, Corporate Branding & Local Translation

SCOTLAND, NORTHERN ENGLAND, WALES

TotalJobs:

4 Regional Jobs up to 30 days live (Covering Scotland, Wales, North East England and North West England)

4 County Top Jobs

1 HTML (up to 50,000 candidates)

1 Programmatic Campaign for 30 days

Milkround:

4 Regional Jobs up to 30 days live, 4 County Top Jobs and 1 HTML

Indeed:

Monthly Budget = £10,000 per month

Estimated CPC = £1.50 - £2.50

Estimated Clicks = 4,000 - 6,666 clicks per month

SCOTLAND

www.s1jobs.com

Managed Listing Plus

Targeted E Shot

ITALY

<https://www.the-network.com/member-job-boards/italy/trovolavoro>

- 1 Customised Credit – up to 30 days live, Corporate Branding

SPAIN

<https://www.the-network.com/member-job-boards/spain/infojobs/>

- 1 Customised Credit – up to 30 days live, Corporate Branding
- Targeted Newsletter Mailer – Up to 5,000 Mails to suitable candidates

MEDIA

Based on candidate profile provided

RADIO - CONVERSION

There is no real evidence that radio would drive the level of conversion needed for a role like this. It is a very niche role and your specific audience are unlikely to engage in radio advertising.

The cost of radio is very high and therefore I would advise against radio as a form of media in a campaign such as this one.

I would only advise radio as a form of recruitment marketing for the following:

- When you've hit the obvious go-to's (job postings, sourcing tools, social media) and are looking for something farther reaching and a bit out of the box, radio can be an option.
- But your job openings should have a wider target audience, such as hourly positions or entry-level roles
- When you have openings in multiple facilities in the same general area, radio recruitment advertising is a great way to reach candidates on all ends of town. A billboard is less likely to be seen by candidates throughout the area.
- When you are having a hiring event – a hiring event creates a time sensitive message and elicits a response from a wider range of candidates

ADVICE NOTES ON AWARENESS

If you did want to build awareness of the brand in certain areas (as oppose to focusing on applications), I would advise using the following radio advertisers for the following regions.

The optimum channels in region with the largest and most concentrated reach are supplied by Bauer Media

ABERDEEN

Original 106 | Northsound 1

GLASGOW:

Clyde 1

NORTH ENGLAND:

Greatest Hits Radio
Key 103

SWANSEA

Greatest Hits Radio

CARDIFF:

Radio Cardiff

MEDIA

Based on candidate profile provided

SOCIAL MEDIA - CONVERSION

The current social media is not built to focus on conversion. It is driving brand awareness and as such is doing well, but as such will take much longer to convert in its current form.

Here, you can see the optimum channels to reach your target audience in each location. These have been decided based on where your audience will spend time and also allows for a strong diverse mix based on the location.

The social strategy should be moved from the current static one stage approach to a more pro active retargeting strategy that will drive a more informed, higher calibre of candidate. The retargeting strategy would aim to use 100% of the talent audience unlike the current approach which focuses on only 10%.

For a retargeting strategy we would need to adapt current creative assets. Generally for this we would need 2 x MT video, 2 x day in the life of MT content' then an easy apply form - ideally driving through to a landing page rather than a job search page.

The current application process/candidate journey is too clunky and too long causing potential candidate to click away and not apply. The strategy needs to be aimed at being candidate friendly and easy to apply as possible. The less clicks, the less form filling - the more candidates you will receive.

SPAIN

WHATSAPP
YOUTUBE

ITALY

WHATSAPP
YOUTUBE

CROATIA

FACEBOOK
YOUTUBE

+ REDDIT

SCOTLAND

FACEBOOK
YOUTUBE

+ REDDIT

ROMANIA

FACEBOOK
YOUTUBE

NORTH ENGLAND

FACEBOOK
YOUTUBE

+ REDDIT

POLAND

FACEBOOK
YOUTUBE

BULGARIA

FACEBOOK
YOUTUBE

LATVIA

FACEBOOK
YOUTUBE

WALES

FACEBOOK
YOUTUBE

+ REDDIT

LITHUANIA

FACEBOOK
YOUTUBE

MEDIA

Based on candidate profile provided – costs are available upon request

NICHE MEDIA - DIVERSITY AND SPECIFIC FOCUSED

Manufacturing Focused

<https://www.britishmanufacturingjobs.co.uk/recruiting>

<https://www.manufacturingjobs.co.uk/>

<https://jobs.themanufacturer.com/jobs/>

Engineering Focused

<https://www.engineeringjobs.co.uk/>

<https://www.justengineers.net/>

<https://jobs.theengineer.co.uk/>

<https://www.greenjobs.co.uk/>

<https://www.icerecruit.com/>

Diverse Focused:

<https://www.wes.org.uk/job-search>

<https://www.mydiversity.com/>

<https://www.diversityjobsite.co.uk/>

<https://www.diversitylink.co.uk/>

<https://www.diversitydashboard.co.uk/>

<https://www.evenbreak.co.uk/en>

<https://bmejjobs.co.uk/>

<https://pink-jobs.com/>

MANUFACTURING RECRUITMENT LTD

Email: hr@manufacturingjobs.co.uk
Head Office: +44 (0)1580 715 111
London Office: +44 (0)207 0788 882

Home Employer Candidate **Job Search** Services Contact

Manufacturing Jobs
Electrical Engineer
West Midlands
£43k Neg

Engineering Jobs
Engineering Manager
West Midlands
£35k - £80k + Bonus, benefits

IT Jobs
Operations Manager
London
£60k - £80k+ plus benefits

Technical & Science Jobs
Data Architect
A - All
£65k - £75k Neg + benefits

Employer Post a Vacancy Candidate Registration Job Search

We specialise in engineering and technical recruitment. If you've tried recruiting and received unsuitable resumes you'll appreciate the quality of applicants we provide in order to save time and cost.

Advertise your job through [manufacturingjobs.co.uk](https://www.manufacturingjobs.co.uk) to find high quality candidates.

We focus on technical recruitment in all disciplines. Complete our registration form, or [email your CV direct](#).

Keywords:
e.g. engineer

Near Postcode:
e.g. CV1 XYZ

Search

List All Jobs

Services CV Search

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[Cookie Policy](#) | [Contact Us](#) | Web Design By [Beyhall Digital](#)

MEDIA

Based on candidate profile provided – costs are available upon request

BANNER AND ONLINE ADVERTISING

Banner advertising has so many advantages when it comes to niche recruitment. Not only are you able to talk to a target audience who are specifically visiting that site but you are also seen as an expert in the eyes of the reader.

In the world of online advertising, it can be seen as pretty traditional as it works very much in the same way that print media works. But by advertising on these sites you are saying to potential candidates that we are directly reaching out to them as specialists rather than just using generic job board media.

It works as an integral part of an awareness strategy to drive interest from passive candidates about your brand and pull them through to your landing pages or application processes but also highlights opportunities to active candidates who are looking for a role right now.

On the right, you will see some of the recommendations based on your candidate type.

<https://industrialnews.co.uk/manufacturing-news/>

They have a dedicated section to manufacturing and advertising opportunities to place within this area of the site. Other areas include electronic and engineering that allow for features and editorial opportunities.

<https://www.manufacturingmanagement.co.uk/news>

6,567 print circulation
13,806 digital circulation
109,000 website users
98.5% requested
19,300 E-newsletter readers
200,000 page views



<https://www.theengineer.co.uk/>

160,000 unique visitors per month
60,000 subscribers to daily e-newsletters
23,000 visitors to Jobs platform each month



MEDIA

Based on candidate profile provided

NICHE MEDIA - UK BANNER ADVERTISING

My advice would be to consider banner advertising in relevant spaces online.

MEM – Manufacturing and Engineering Magazine
www.memuk.org

5000 daily users online
50000 Impressions a month

Premium banner positioning

digital options

home page //

site post //

other pages

For other website pages/options, please contact us for prices

WEB DISPLAY

You know your advert is in front of the right audience with MEM via placement next to industry specific news. With use of visual images, display advertising helps to create stronger brand awareness. You can also maximise your ROI via the ability to track the performance of your own advertising. We're here to help you get the most out of your display advert with the use of our in-house design team, here to create your artwork at no extra cost. Choose to book for 2 or more months and you can change your artwork each month.

We have a variety of sizes to suit your advert artwork or budget - from a full site takeover, to a side banner. Your branding can be seen over 5,000 times per day. Your visual will appear **neatly and professionally** alongside industry leading site content.

EMAIL

Our weekly newsletter is the best source of the latest stories from across the industry, delivered directly to our readers. By advertising on our newsletter, your brand benefits from reaching over 125,000 targeted industry individuals and company decision makers. The display spaces are limited to a maximum of four per newsletter in availability; so your message won't be lost.

You'll get your eye-catching brand image sent out to all of our database of readers alongside relevant MEM content.

If you have a Sponsored Story on our website you can also upgrade to have it featured in the weekly newsletter.

Position	
Header	895
Middle	795
Footer	675
Takeover	1495

All prices are per send

MEM

DIGITAL // SPONSORED STORY // DIRECTORY

04. MEM

PROGRAMMATIC

Programmatic advertising is a method of targeted advertising. Using behavioural, contextual and retargeting as its methods of attracting active and passive candidates, it serves impressions through a variety of ad formats to as generic or as specific an audience as required.

It employs demographic targeting to define and reach audiences across a range of channels. Demographic targeting uses publisher and third party data to identify demographic characteristics through mobile, tablet and desktop and efficiently connect brands with consumers.

Programmatic Advertising essentially identifies the targeted audience and serves impressions to them across the internet, following the user on a variety of websites. Programmatic does not target specific websites, but rather targets specific users.

The interested candidates would be directed to the client's ATS/ careers page and then re-targeted if necessary.

Telco Data (UK only): Using an exclusive partnership with O2 - the campaign can leverage app/site usage to target users (such as Manufacturing Technicians) in the Software Engineering industry within the UK.

Location Data - Real Time (UK and eastern Europe): We would look to geofence the top engineering universities in each country/region. This would target students doing undergrad and postgrad degrees in a specific subject area. The technology enables our programmatic partner, the largest and most effective company within the UK to profile users down to a 10m radius, so we could even look to target profiles that are frequently visiting the technology departments of their universities, to ensure we're only serving those studying appropriate degrees for grad roles.

Location Data - Historical (UK and eastern Europe): To target more established manufacturing technicians, we would target the specified competitor companies, and serve advertisements in real time to promote the client's jobs.

We'd store the devices seen in these offices, and then retarget them when they're home on residential WiFi and in high dwell locations like commuter hotspots, coffee shops etc (basically anywhere users are on their devices for a longer period of time and are able to explore the jobs on offer in more detail).

Our partner has a 13 month lookback window where it can profile devices seen in these areas - and we'd leverage this data to ensure we're targeting more experienced profiles that are within the Manufacturing Technician Industry and a more appropriate fit for the roles on offer.

CANDIDATE JOURNEY ADVICE

For any media campaign to be successful, its imperative you consider the journey the candidate goes through in order to apply for your roles. There are some obvious quick wins that would support the current campaign and enable it run better.

Application Process and Landing Pages

Right now the application process is clunky and long – this needs to be shortened. Imagine you are Intel's perfect candidate. They are in a good job, busy and have limited time – they are not even actively looking to apply. They see your job, they are on a break, they know they are good at the job – they don't have to fill out long application forms – they can go anywhere for a new position. It's your job to ensure this process is fast, simple and can be done in less than 5 min. The shorter the application process – the more applicants.

Right now, when you do click through, you are expecting candidates to search for the role on a mini job search landing page – this will elongate the process and encourage drop off rates. Implement a microsite that highlight the particular job at intel and include a simple data capture form.

Also the impression being given by the job titles and pages are that this is an entry level job – by using terminology like GRADUATE on 0-3 years experience will make candidates feel like this is a 'lesser' role and they may not apply.

Incorporate a microsite for these roles that have a simple application form that captures basic data. This data is relayed to the resourcing team who then follow up for further information. This keeps it simple for the candidate and improves your employer brand throughout the process. At the moment it is a long process which is causing high drop off rates.

The implementation of microsite will encourage applications and give a smoother journey through the social campaign.

SUMMARY

An integrated campaign across the locations to include:

PROGRAMMATIC

BANNER ADS ON NICHE SITES

SOME SOCIAL + NEW UK REDDIT ADS

JOB BOARDS

IMPLEMENTATION OF SIMPLER APPLICATION PROCESS

EXCLUDE RADIO

