

The Managed Campaign

Introduction

The Managed Campaign offers a perfect solution to those who want to attract high calibre candidates and need a cost effective recruitment solution to do so.

It is a unique two week advertising service that will maximise your coverage of the IT candidate market.

A simple process, it provides extensive web advertising across popular recruitment websites, targeted email marketing and application management.

After two weeks, you will receive all completed application forms from your dedicated Account Manager, and for one flat fee, you can interview and hire as many candidates as required.

The Process

Stage 1 – Preparation

Prior to the advertising period, your dedicated Account Manager will discuss the exact requirements of your job vacancy and establish your candidate criteria. They will guide and advise you through every stage of the campaign.

Stage 2 – Advertising and Database Marketing

Once details have been finalised, your Account Manager will commence a highly targeted advertising campaign. All candidates searching the most popular job boards for IT vacancies will see an advert for your organisation. Your logo will also appear in the featured employer zone on The IT Job Board, popular with thousands of candidates who prefer to apply direct to organisations.

a) Web Advertising

Your vacancy will appear on these popular job boards.



b) Database Marketing

IT professionals who are not currently searching job boards for a new opportunity are approached with your vacancy in a different way. Your Account Manager will compile a candidate list from our database of over 650,000 IT professionals based on your job specification. A targeted email inviting candidates to apply to your vacancy will then be sent to 5,000 of the most relevant candidates matching the skills and experience you require.

Stage 3 – Benchmark

Within the first week of advertising, your Account Manager will analyse the initial response to your job advert and discuss the results with the hiring manager. This is to ensure the candidate quality and relevance meets your high standards. This benchmarking exercise allows a degree of flexibility to alter the course of the advertising where necessary. In contrast, traditional press alternatives leave hiring managers in the dark for three to four weeks.

Stage 4 – Delivery

After two weeks, you will be provided with all candidate application forms. Every candidate will be graded according to his or her relevance to your specifications.

Your Account Manager will monitor all response to help ensure you have the best possible candidate shortlist. You are then free to interview and hire as many candidates as you choose. To ensure your recruitment department's professional image is maintained we also send regret letters to any unsuccessful candidates.

Pricing

Cost per campaign £1,950

Additional Branding Options

Homepage Banner	£1,250 per month
Homepage Button	£350 per week
Employers Profile Page	£350 per month

We're here to help you

Our experienced teams are available to help you. To find out how they can tailor a package to suit your individual needs, please call **020 7307 6300**.