



MEDIA KIT

Superheroes hired everyday at one of Singapore's largest job portals

More than just another job portal!

JobsCentral is one of Singapore's top job portals. We aim to provide an easy-to-use and effective online platform for recruitment and job search to employers and jobseekers respectively.

JobsCentral consists of the main site at JobsCentral.com.sg and our partner portal network. Employers who post their jobs on JobsCentral.com.sg can also choose to post their jobs at **no extra charge** on our extensive network, effectively multiplying your reach. Current partners include NTU, UniSIM, SIM, Ngee Ann Polytechnic, Nanyang Polytechnic, Singapore Polytechnic, Temasek Polytechnic, Republic Polytechnic, ITE, NAFA, MDIS, PSB Academy and more.

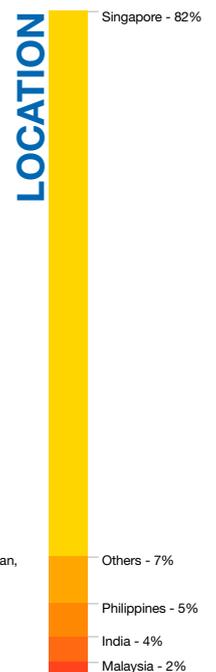
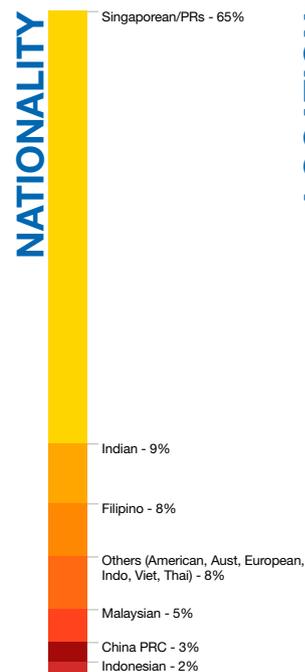
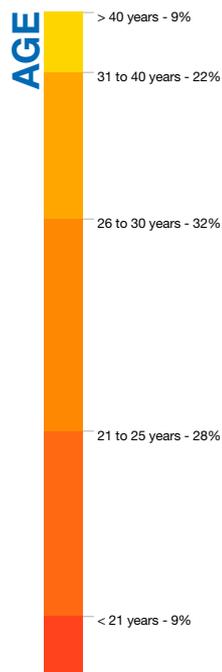
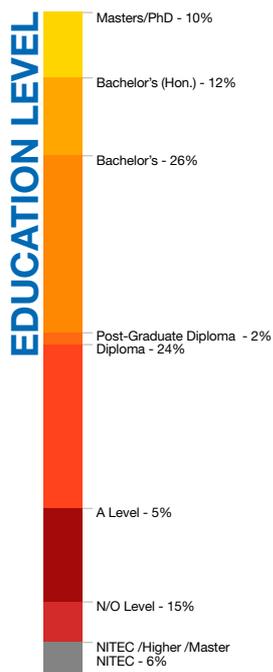
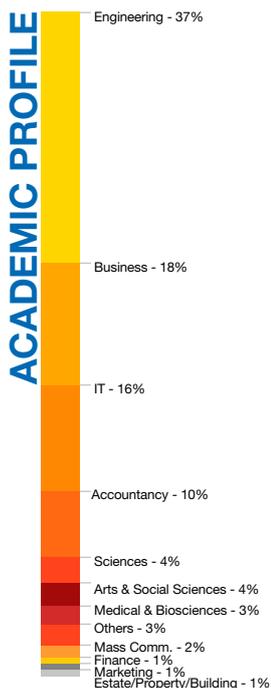
JobsCentral  + **21** partner networks

Our statistics and user profile

JobsCentral has over **800,000** registered jobseekers, **74%** of whom are tertiary-educated professionals. We have a large, different and relevant pool of applicants for your vacancies.



* figures from Google Analytics are correct as of 1st September 2010



Engage the jobseekers you want!

JobsCentral takes a proactive and aggressive approach when it comes to reaching out to jobseekers. With a complete range of advertising and promotional activities together with innovative campaigns, we ensure that you get the candidates you need for your jobs.

JOBSCENTRAL COMMUNITY

JobsCentral has more than just job postings – our popular JobsCentral Community provides the latest career news, information and advice. Our Editor's Blog, Forum, Articles, Job Polls and Salary Calculator sections work together to attract even more passive and active jobseekers to JobsCentral!



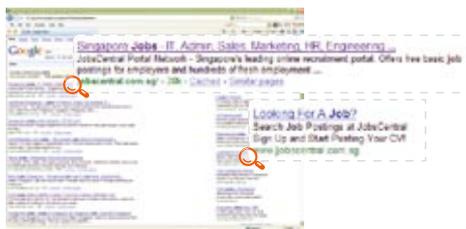
JOBSCENTRAL IS MOBILE

JobsCentral has developed the world's first native-like web application that work across iPhone, iPod Touch, iPad, Android OS 2.0 and BlackBerry OS 6 and above platforms. With no installation and downloads required, this HTML5 mobile web application brings your jobs to even more jobseekers! Visit <http://m.jobscentral.com.sg> on your smartphone browsers.



ONLINE SEARCH MARKETING

Search and Content Marketing on Google



Search Marketing on Yahoo & MSN



Display ads on Facebook



JOBSCENTRAL CAREER & LEARNING FAIRS

Be part of the hottest career event of the year!

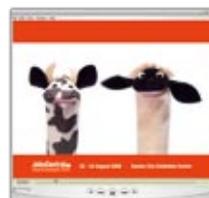
13 – 14 August 2011, 10am – 7pm Suntec Singapore

Visited by >55,000 quality jobseekers, the Fair is a fantastic branding and recruitment opportunity for employers and education exhibitors.



MASS MEDIA CHANNELS

MRT, buses, taxi, JobsCentral Career and Learning Fair, TV commercials, radio commercials and newspaper advertisements.



TV Commercials



Tunnel TV ad



JobsCentral reserves the right to make changes to the marketing plan at its discretion without prior notice or reason.

JobsCentral in the news !

JobsCentral is regularly featured in major newspapers, broadcast and internet media as a thought-leader and expert in career and job-related topics. Our media and public relations strategy aims to increase visibility for JobsCentral, which translates to higher traffic and applications for your jobs.

Online help from peers

RETRENCHED workers and job seekers are coming together online to share tips on landing a job in this recession.

Last month, job website JobsCentral introduced a forum for users to post information about companies which are retrenching or rumored to be retrenching.

They discuss topics such as whether their retrenchment packages are fair, how to cope with being retrenched and alert others if they know of job openings.

Users are also using the forum on another job website JobStreet, to share tips on finding employment in the recession.

Last year, ST701 also rolled out a Just Ask section for job seekers to ask each other questions and obtain job advice.

With so much talk of retrenchment on the streets, "we thought it would be a good service to provide to our users with a comprehensive and centralised location to read about which companies are retrenching or are rumored to be retrenching", said JobsCentral CEO Lim Der Shing.

"We also wanted to give JobsCentral users a voice and a friendly place to talk about their fears, clarify their doubts and also get support from other people like themselves," he added.

Job seekers welcome such services.

Said Nanyang Technological University final-year business student Ong Jin Jing, 22: "Job websites are updated all the time and help [us] to be in the know about what jobs are available. I will be visiting the websites regularly and will send out as many applications as possible."

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JobsCentral (<http://jobscentral.com.sg/>):

With around 4000 new jobs going online every month, Jobs Central is one of the fastest growing recruitment websites in the region. CEO Lim Der Shing says it now gets around 500,000 visitors a month, with more on the way. As well as the standard offerings, Jobs Central offers a 'web crawling' service, where the site tracks the job opportunities on participating employer websites and then markets them to a much wider audience.

Lim says employers are also taking advantage of JobsCentral's network of partner websites, or 'portals'.

Employers who advertise with us do not just advertise with one portal but across our entire network. That is why even though we started only in 2006, we now have so many employers using us."

"Employers who advertise with us do not just advertise with one portal but across our entire network", said JobsCentral chief executive Lim Der Shing in a HRM article.

Apple edges out SIA as employer of choice: Survey

SINGAPORE – Technology giant Apple has nudged Singapore Airlines out to become the employer of choice among entry-level graduates in Singapore – receiving a record 45 per cent of the votes – in an annual survey by JobFactory.

According to the online job search portal, this is the first time the multinational corporation has topped the survey, which is into its fifth year.

SIA, which was the employer of choice in the last two years, came in second this time, followed by Google in third place.

Apple was the 28th most popular private employer of choice among graduates in 2007 but jumped into the top 10 in 2008.

after the launch of the then-revolutionary iPhone. It was second last year.

JobsFactory director Lim Der Shing said Apple's rise could be due to the brand's increased mindshare among graduates, strengthened by recent popular launches for the iPad and iPhone 4.

This year's survey also showed a significant improvement in the ranking of financial institutions, with five in the top 10 private employers of choice: DBS Bank led the pack in 5th position, followed by Deutsche Bank, Citigroup, Barclays Capital Global Services and JP Morgan Chase.

Mr Lim said the renewed interest in this sector was likely to be in reaction to the fact that many banks have started to hire again as the economy picks up.

Among the government and government-linked employers, the Singapore Tourism Board (STB) continued to top the rankings for the third year running, followed by the Economic Development Board and the Ministry of Education.

TOP 4 PRIVATE EMPLOYERS OF CHOICE
1. Apple
2. Singapore Airlines
3. Google
4. J&M
5. DBS Bank

Article in TODAY newspapers featuring The Employer of Choice Survey carried out by JobFactory in early 2010.

CEO Lim Der Shing commented that Apple emerging as top private employer of choice was a result of its increased mindshare among graduates. [5th August 2010]

Testimonials !

Certis Cisco Security Pte Ltd

"We were looking at hiring for many positions and the proposal from JobsCentral was very timely. Not only was the proposal specially tailored according to our needs, JobsCentral went the extra mile to provide excellent support and help. I am very impressed and happy with the service provided."

Fiona Peh
Consultant, Talent Resourcing & Human Capital Development

Bengawan Solo Pte Ltd

"I am very happy with the service provided by JobsCentral. We received good responses for our vacancies after trying JobsCentral's service. What's more, our account manager helped to screen the resumes of applicants according to our requirements! Such excellent service is the reason why we'll continue to use JobsCentral as our choice channel for recruitment."

Melissa Liew
Operations Manager

What do we offer ?

1. Job postings
2. Database mining
3. Electronic Direct Mailers (EDMs) to target audiences
4. Featured Company on JobsCentral homepage
5. Online banners for increased publicity
6. Microsites for your branding needs
7. Short Message Service (SMS) for instant outreach

PREMIUM BRANDING OPPORTUNITIES



Career Highlights

Get additional exposure for your company and jobs with this special feature that highlights a particular job function or industry each quarter.



JobsCentral Choice Employers

Special section that lists jobs from only Fortune 500 and JobsFactory Employers of Choice companies. Enjoy feature articles, special acknowledgement and banners.

