

Is this new online recruitment advertising system set to make the old style Job-boards obsolete?
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New Online Recruitment Advertising System Launched

1Job.co.uk have designed what they believe is the electronic online job-board of the future.

Robot Crawler collects adverts

“The first difference recruiters are surprised to find is that they don’t have to post job adverts any more. Instead our search engine robot crawlers come and collect the vacancies from the Recruiter” said Julian Felstead from 1Job.co.uk “After being indexed and categorised, these jobs are displayed on the 1Job.co.uk site and also local and specialist partner sites in true search engine fashion. With the tedious time consuming job vacancy posting a thing of the past, the Recruiter can spend more time on the critical search and selection aspect of their business”

Intuitive fast search system

For the job seeker, 1Job.co.uk claims that the system is highly intuitive and very fast, making it ideal for the serious and selective job hunter and those at work looking for their next career opportunity.

Job hunter taken to the recruiters site

The job hunter can view a summary of the vacancy, and with a single click they are taken directly to the job advert on the recruiters’ own website. The recruiter therefore has full control over the advert, job description, candidate profile, application method etc.

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Cartoon of the day

All the usual facilities that job hunters have come to expect are provided on the 1Job.co.uk site: a full search, new jobs only, other jobs from this recruiter, job save, email job-watchdog alerts etc.

There is even a cartoon of the day feature, with cartoons licensed from top American office humour cartoonist Randy Glasbergen.

Promotes recruiters own website

The recruiters' website is also successfully promoted to the type of job hunters they wish to attract to their site. When the job hunter has discovered the recruiters' website, many will choose to simply bookmark it and return to it directly in the future. This is something that job-boards traditionally have avoided as this may adversely affect the job-boards visitor numbers over time.

“CV deluge” eliminated

1Job.co.uk say that they have made a deliberate omission from their website. There is no CV upload or CV posting to recruiter facility. This decision has been made to avoid the “CV deluge” problem that many recruiters have complained about over the last year or so. Julian Felstead stated “If candidates are able to post their CV at the click of a button then some will, even in some cases before they have read the job advert properly, let alone considered if the job is really suitable for them. This merely creates vast amounts of unnecessary filtering of unsuitable candidates for the recruiter. These candidates should realise that they are not only wasting their own time, but they may be doing themselves long term harm, as subsequent applications to the same recruiter could be automatically or manually excluded.”

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Low cost benefits

An important factor to be considered by all recruiters is the cost of vacancy advertising and website promotion. 1Job.co.uk claim that as their system is highly automated, they can collect the recruiter's vacancies, promote the vacancy as well as the recruiters website and charge less than 10p per advert per day for the service. In addition, the recruiter also makes other savings as they have no in-house costs associated with job-posting activities with their electronic online recruitment system compared with traditional job-board advertising.

Is this the future?

Is this the future for online vacancy advertising? Now that almost all recruiters and employers have their own website displaying their own vacancy adverts, all of which may now be collected and indexed by systems of this type. 1Job.co.uk certainly think so.

Ends

1Job.co.uk background Info:

The 1Job.co.uk website was launched in January 2004 and is already receiving over 100,000 visitors per month and rapidly growing at 25% per month.

The website is owned and operated by Direct Recruit Ltd, online recruitment advertisers, and has taken over 3 years to develop. (Direct Recruit Ltd is not a recruitment agency nor is it linked to any recruitment agency)

Until the end of May 1Job.co.uk is operating a free 1 month trial for all recruiters' wishing to try the system.

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