

Press Release

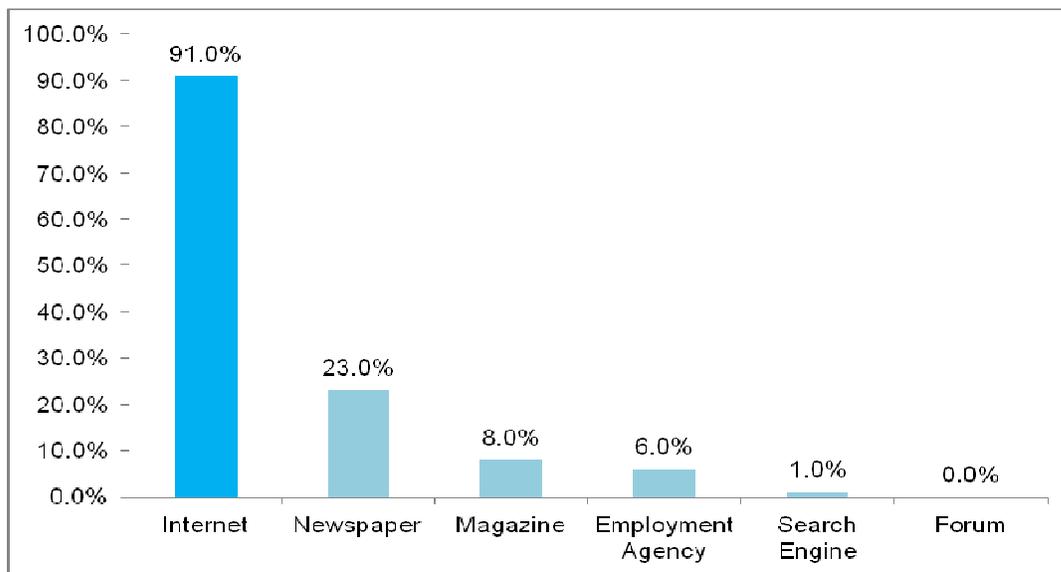
JobsDB launches the first 24x7 one-stop job posting service to meet the growing online recruitment trend

HONG KONG, 2 August 2012 - With online communication growing at a fast pace, recruitment website has become one of the preferred media for employers to reach quality talents. JobsDB, the most used recruitment media in Hong Kong, is proud to launch the revolutionary 24x7 job posting service, enabling employers to post job ads in real time with self-service steps.

Online recruitment a growing trend

JobsDB's 24x7 one-stop job posting service, the first-of-its-kind in Hong Kong, features simple self-service procedures to meet the increasing demand for online recruitment services. Justin Yiu, JobsDB Hong Kong's General Manager of Sales and Marketing, says, "According to the Nielsen Telebus Survey 2012, 91% of job seekers have used the internet for job hunting. We believe the popularity of online job hunting has driven more employers to recruit talents via online media."

"Our figures are in harmony with this trend, showing a consistent growth of both online recruitment and job hunting activities. Over the past five years, we saw a 13% average growth in the number of employers using our services each year. Online job hunting activities also maintained at a high level, with over one million unique visitors browsing the JobsDB site every month during the same period."



Use of recruitment channels by job seekers

Source: Nielsen Telebus Survey, March 2012

24x7 job posting service

“Based on our proven success in engaging job seekers, we believe JobsDB is widely recognised by Hong Kong employers as an effective recruitment platform. We hope, by launching the 24x7 job posting service, employers can post job ads through self-service procedures whenever they need to hire,” says Justin Yiu.

The 24x7 job posting service has the following features to offer employers greater hiring flexibility and convenience:

- 24x7 service allows employers to place job ads anytime, anywhere.
- Follow simple self-service steps and job ads can be posted in real-time.
- Single ad posting and other packages are available for online purchase.
- Easy and secured payment by credit card.

Tips for writing job ads

In addition to selecting a cost-effective recruitment platform, writing a good job ad is also the key to attracting the right candidates. Justin Yiu says, “A good job ad should be concise and easy to read. When posting an online job ad, make sure you include basic information such as job duties, academic qualifications, experience required and company background. As online advertising allows employers to format job ads easily, we recommend using bullet points to list any requirements. Employers should also make use of keywords to attract candidates as they may scan job ads by these specific terms.”

For further information about JobsDB’s online job posting service, please visit <http://hk.jobsonline.com/hk/en/staticcontent/em/sme/index.htm>.

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About JobsDB

According to Nielsen Opportunity Hunter Telebus Survey 2007-2012, JobsDB.com is the most used recruitment media in Hong Kong. Over the past 13 years, JobsDB.com has built one of the largest databases in Asia Pacific with 8 million job seeker members and more than 150,000 corporate clients, offering 140,000 jobs per day.

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