



## Email Campaign

- **Proactively target candidates**
- **Increase quality applications**
- **Maximise branding opportunities**

## About us

The IT Job Board is a leading IT specific pan-European job board. Approximately 300,000 unique visitors per month visit the site to look for their next job.

Our candidates like the simplicity of The IT Job Board with its uncluttered design, easy-to-use search tools and wide range of advertised IT vacancies. Our clients like the branding opportunities, low costs, screening facilities and rapid results.





**Maximise the impact of your advert on The IT Job Board by combining it with a targeted email sent to active and passive job seekers to draw their attention to your vacancy.**

#### **Target candidates by email**

We can reach IT professionals with relevant skills and experience in a specific location by sending a targeted email to selected candidates from our database. This proactive method of promoting your vacancy will increase the number of applications that match your job spec.

#### **Branding opportunities**

A targeted text or HTML email provides numerous opportunities for branding. You can take a creative approach by including images and pictures. And, provide a company profile and job spec to attract the right candidates. Your company logo will also be included in our Featured Employer section.

#### **Screen candidates**

Specify the skills, competencies and experience you require and include screening questions to improve the quality of your applicants and to reduce the quantity of CVs that you receive.

#### **Rapid turnaround time**

Once we have verified all your details, your advert will be posted on The IT Job Board site and your email will be sent out to relevant candidates.



## What our clients say

“ Using the ITJobBoard.com gives us a good range of well-qualified candidates and has led to some excellent appointments. We have found it much better than other advertising routes across a variety of IT skills. ”

Rosemary Gilmore, University of Warwick

“ Sapient has put in place a hiring strategy that is designed to reduce agency dependency. Increasing the number and more importantly, the quality of online applications is critical to the success of that strategy, a key component of which is the posting requirements to The IT Job Board. ”

Peter Guthrie, Sapient

“ We have always been impressed by the level of service and quality of candidates provided, and have managed to fill every vacancy we have advertised through The IT Job Board so far. ”

Mike Fergie, University of Manchester

“ The IT Job Board has consistently succeeded in providing us with applications from outstanding, highly skilled IT candidates within days of posting our advert. We now use The IT Job Board for all our IT recruitment needs. In fact, I wouldn't go anywhere else. ”

Adam MacClean, Klear Systems



**Maximise the impact  
of your advert on  
The IT Job Board by  
sending a targeted email to  
selected IT candidates to alert  
them to your vacancy.**

**To find out more call**

**020 7851 8451**

**or visit**

**[www.theitjobboard.com](http://www.theitjobboard.com)**





## Help if you need it

If you need advice at any stage, from help with candidate targeting, to writing ad copy, our experienced team is only a phone call away.

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**Tel.** 020 7851 8451  
**Fax.** 020 7851 8485  
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[www.theitjobboard.com/advertise](http://www.theitjobboard.com/advertise)





## The IT Job Board

Online Recruitment for IT professionals

### Email Campaign



[www.theitjobboard.com](http://www.theitjobboard.com)