



# MEDIA KIT

JobsCentral is so much more than just a job site. Find out more ➔

[www.jobscentral.com.my](http://www.jobscentral.com.my)

## Who are we?

We're JobsCentral Malaysia, and we're more than just a simple job portal - we connect people and help them to build their careers. Yes, we offer employers and jobseekers alike an effective, user-friendly online platform for recruitment and job hunting, but those are a dime a dozen these days. So what is it that makes us so different?

### Here are the reasons to start using JobsCentral:

- A fast growing job portal since 2009
- **Widest international reach** with CareerBuilder.com, the largest job portal in the world (database >30 million professionals)
- Our **dedicated campus network**, targets tertiary graduates and students for entry-level positions
- User-friendly online platform with many specialized employer tools
- A result-oriented and dedicated team to serve you
- Network of partners in the career industry
- Automated jobfeeds to relevant online platforms

## Our Site Statistics & User Profile

Large and still growing database

1,150,000+  
page views monthly

227,000+  
visits monthly

220,000+  
Jobseekers

6,000+  
new jobseekers monthly

\* Data accurate as of 1<sup>st</sup> April 2012

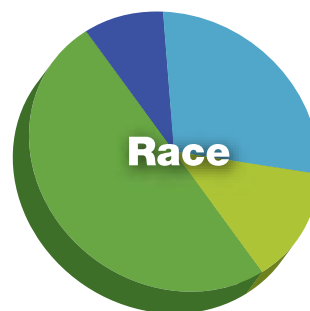


■ Employed, 41%

■ Fresh Graduates, 29%

■ Unemployed, 19%

■ Student, 11%



■ Malay, 50%

■ Chinese, 27%

■ Indian, 14%

■ Others, 9%



■ Hospitality & Tourism, 15%

■ Admin & HR, 14%

■ Accounting & Finance, 12%

■ Sales & Marketing, 12%

■ Engineering, 12%

■ IT, 7%

■ Building & Construction, 6%

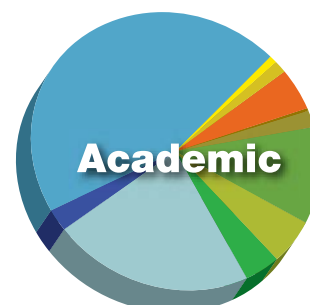
■ Manufacturing, 6%

■ Services, 6%

■ Education & Training, 5%

■ Arts, Media & Mass Comm, 4%

■ Others, 4%



■ Bachelor's Degree, 45%

■ Diploma, 22%

■ Pre-U/ "A" Level, 6%

■ Master's Degree, 4%

■ Professional Certificate, 4%

■ Advanced/Higher/Graduate Diploma, 2%

■ Technical/Vocational Training, 2%

■ Doctorate (PhD), 1%

■ Professional Degree, 1%

■ Others, 12%

Join our vibrant social communities!

Facebook: [www.facebook.com/JobsCentralmy](http://www.facebook.com/JobsCentralmy)

Twitter: [www.twitter.com/JobsCentralmy](http://www.twitter.com/JobsCentralmy)

# Engaging The Jobseekers That You Want!

At JobsCentral, we ensure that your jobs get the exposure that they deserve. We adopt an integrated marketing campaign that consists of the following:

## MASS MEDIA CHANNELS

Our extensive marketing campaign includes Bus Ads, Taxi Ads, Flash Mobs, Infomercials, Billboards, Cinema Ads



▲ Bus Ads



▲ Taxi Ads



▲ Billboard



▲ Flash Mobs



## SOCIAL NETWORKING AND CONTESTS



▲ Electronic Direct Mailers



▲ Contests



▲ Social Media

## CAMPUS MARKETING



◀ Roadshows on campus



▲ Flyers

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

[www.jobscentral.com.my](http://www.jobscentral.com.my)

tel: +603-8938 2828 fax: +603-8938 2323 email: [enquiry@jobscentral.com.my](mailto:enquiry@jobscentral.com.my)

## ONLINE MARKETING



▲ Search and Content Marketing



▲ Jobfeed

## JOBSCENTRAL MOBILE APP

The JobsCentral Mobile App is available on Apple store.

## JOBSCENTRAL MOBILE SITE

Our mobile site works on virtually all mobile platforms and it brings your jobs to even more jobseekers on the go.

### Did you know?

More than 5% of job applications are made via our mobile app every month.



## What JobsCentral Can Offer You!

### Online Recruitment Services

- Immediate Job Postings
- Worldwide reach of over 30 million jobseekers
- Database Mining
- Candidate Recommendation
- Resume Match

### Online Branding Solutions

- Top Employer Logo
- Top Job Listing
- Featured Company Listing
- Online Company Profile
- Online Banners
- Co-Branded Website
- SEO Websites

### Other Branding Solutions

- Electronic Direct Mailers (EDM)
- Magazines
- Fairs
- Network Events

