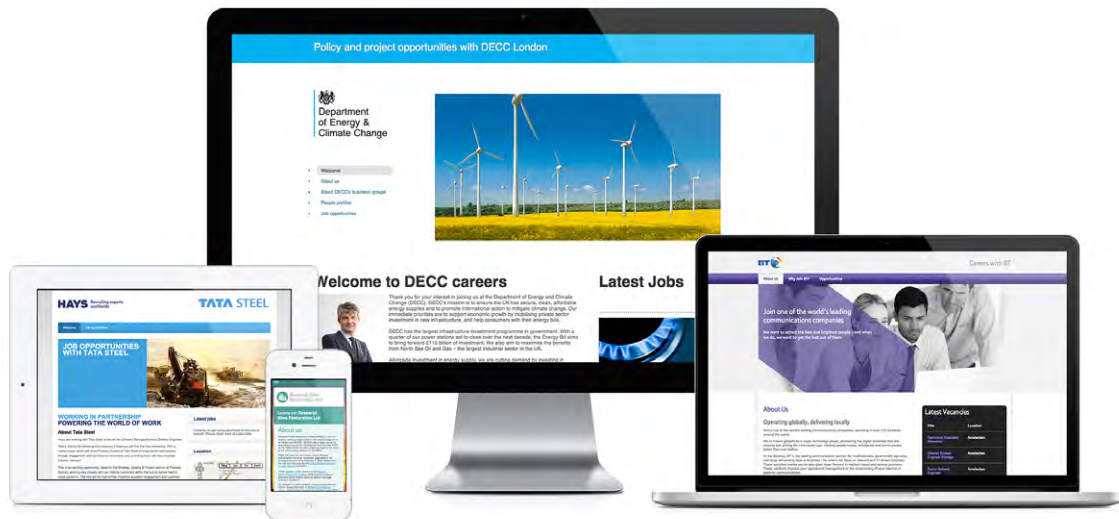


DIGITAL SOLUTIONS ENHANCED TALENT ACQUISITION



Welcome to Digital Solutions

The recruitment market has been transformed by social media, smartphones and always-on connectivity, meaning employers need to use a more sophisticated and innovative approach to talent acquisition.

To meet this increasing demand, Hays has developed Digital Solutions, an enhanced suite of candidate attraction products, designed to find you the right candidates and showcase your employer brand.

Whether you have a one-off role or need a higher volume of temporary and/or permanent hires over a period of time, we can build a flexible and responsive campaign that will deliver against the most demanding of recruitment objectives. Our approach is tailored to attract the right candidates, with the right skills and qualifications, in 20 specialist sectors across the UK.

We utilise a range of online advertising channels to increase your profile and drive traffic to a dedicated, smartphone/tablet enabled microsite. With our two core offerings – Digital Plus and Digital Premium – we have an effective solution to suit your requirements.

Digital Plus

Designed for single job vacancies and based on a streamlined, co-branded profile page. With priority branded advertising on hays.co.uk and leading job boards, each campaign can be delivered within 48 hours.

Digital Premium

Our full employer branded microsite product, available with an extensive list of additional features to build a truly bespoke and integrated solution.

The benefits of partnering with Hays

Working with us, you'll benefit from our valuable insight and strategic direction to find and attract the right talent. But that's not all. The other benefits you'll enjoy include:

Raising your profile

In a recruiter-saturated market, employer branded advertising will make your campaign really stand out to the 200,000 jobseekers who visit hays.co.uk each week.

Media discounts

We have long established agreements with a wide range of leading job boards, allowing us to pass on favourable advertising rates to all our clients.

Reduced time to hire

For most businesses, hiring delays can be costly. Our solutions speed up the recruitment process and ultimately help to reduce your costs.

**To find out more about Digital Solutions,
contact your local Hays recruitment consultant,
or visit hays.co.uk/digitalsolutions**

DIGITAL PLUS RESPONSIVE RECRUITMENT



Introducing Digital Plus

A streamlined talent acquisition product that provides you with a truly responsive and cost-effective recruitment experience.

This innovative concept is based around a dedicated mobile-enabled profile page, attracting 'on-the-go' candidate applications to a single permanent job vacancy.

Ideal for time-sensitive recruitment needs, each site is completed and launched within 48 hours of booking.

How it works

As well as your dedicated consultant taking your opportunity to their local contacts and Hays' extensive candidate database, for recruitment placed exclusively with Hays, each Digital Plus campaign booked will receive a branded priority promotion on hays.co.uk as a high profile 'featured employer', branded ads on leading job boards and a co-branded microsite.

Effectiveness

Digital recruitment campaigns attract a wider and more engaged pool of candidates, ultimately delivering higher quality applications. Smartphone users and passive candidates can be attracted through the 'Apply with LinkedIn®' application method.

Apply with LinkedIn



DIGITAL PLUS

Standard features

- Single vacancy
- Campaign live for up to three months or when vacancy filled
- Built and live within 48 hours of booking
- Branded job ad on hays.co.uk and leading job boards
- Single page profile – Hays branded with client logo and employer overview
- Smartphone/tablet enabled
- 'Apply with LinkedIn®' feature as standard

To find out more about our Digital Plus solution, speak to your local Hays recruitment consultant, or visit hays.co.uk/digitalsolutions