

September 2007

Trade Launch Press Release

New website launches for local recruitment in the North West of England

Totaljobs Group has announced the launch of JOB JOURNEYNorthWest.co.uk a regional recruitment website that focuses on the local needs of recruiters and jobseekers in the North West within Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside. The site covers recruitment across all major industry sectors and job categories, from domestics and cleaners; to construction and engineering; accountancy; to pharmaceutical and science.

Where hiring locally is essential for a business, [JOB JOURNEYNorthWest](http://JOB JOURNEYNorthWest.co.uk) will be able to offer recruiters direct access to candidates in their local community no matter where they are in the region. The site has been built to provide highly relevant, accurate and efficient search results, in order to deliver only candidates who truly are on the recruiter's doorstep.

JOB JOURNEYNorthWest.co.uk has established a local team based in King Street in Manchester. The sales team is headed-up by Lisa Finnegan, who has previously managed sales operations for Totaljobs Group. A team of 8 sales and account managers, recruited from the local area will advise local businesses on using the site to optimise their recruitment campaigns. Collectively, the team has extensive experience within the recruitment market in the North West, having worked at some of the best known local recruitment advertising media.

The team will be supported by a strong marketing team who are set to ensure the site has visibility on and offline across the region with launch campaigns including press advertising, radio, and sophisticated search engine marketing programmes. Such activity is designed to attract and retain high numbers of jobseekers from all locations, job categories and levels of experience.

[JOB JOURNEYNorthWest](http://JOB JOURNEYNorthWest.co.uk) is the first of a national network of local recruitment websites that the Totaljobs Group will launch. It provides for a growing need amongst local businesses for recruitment sites that attract a diverse range of local candidates more effectively than large national advertising mediums or, in some instances, existing local media. For jobseekers, [JOB JOURNEYNorthWest](http://JOB JOURNEYNorthWest.co.uk) will make



it easy to find a local job through its clear and simple navigation. The site will enable users to define their locality and then search for relevant roles within that area, each defined by salary and skill rather than job titles, a key differentiator from traditional recruitment advertising media. As a result of this, the site is expected to attract a high number of potential candidates from day one.

Paul Stephens, website director for JOBJOURNEYNorthWest commented, "We are confident that the site will quickly become the dominant destination for local jobseekers, and as a result, recruiters. We have built the site specifically to match local recruiters with candidates in a simple and effective way and which will give them immediate access to the most relevant candidates in their areas. The site will provide an immediate and responsive medium to advertise for staff. For those for whom speed of hire is paramount, vacancies can be posted on the site within hours of a booking, with applications following very shortly. We're confident that no other recruitment advertising medium will provide such responsive and effective access to so many genuinely active local jobseekers."

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About Totaljobs Group

JOBJOURNEYNorthWest.co.uk is part of Totaljobs Group, the UK's largest and fastest growing online recruitment company, comprising 11 job board businesses, which between them carry 255,000 jobs, and attract 3 million jobseekers every month that generate 1.6 million applications.

These job boards are CareerStructure.com, Caterer.com, Catererglobal.com, CWJobs.co.uk, H2Office.co.uk, HotelsCareers.com, JOBJOURNEYNorthWest.co.uk, RetailChoice.com, Salestarget.co.uk, Totaljobs.com, and Totaljobs.nl.

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