

Checklist Employment Ad

Structure of an Employment Ad

An organized ad structure and a well-conceived wording are, just like the choice of the fitting job board, crucial for your hiring success. This compilation of some of the fundamental rules of optimizing your ad may help you in accomplishing your hiring goal.

Elements of an Employment Ad

Information about your company
(office, core business, customers)

Precise Job Title (Make sure to
address both male and female
candidates!)

Job Description (duties and
responsibilities): approx. 5 concise
headwords

Professional Profile: approx. 5
concise headwords

"What we offer you":
Information about the team,
company features (e.g. kindergarten),
career advancement, bonuses etc.

Company address, contact informa-
tion for applicants, possibly contact
person for further inquiry

be2



... is one of the world's leading matchmaking services.
... offers its service in 37 countries. To more than 21 million members.
... is operated by more than 180 experts from 44 nations in 9 locations.

SHORT CUTS INSTEAD OF LONG LADDERS

Start: as soon as possible | Location: Netherlands/Belgium (home office)

Online Marketing Manager Netherlands & Belgium (m/f)

In this role you will be responsible for the further acceleration of be2's business in the Netherlands & Flemish Belgium. You will develop and execute all online marketing activities (display advertising, affiliate marketing, integration, etc.).

Your responsibilities:

- Management of display and affiliate campaigns with a strong ROI approach to ensure optimal investment
- Management and optimization of existing cooperation partners
- Constant campaign performance analysis and budget control
- Communication with cooperation partners

Your profile:

- Bachelor or Master degree, reflecting very good analytical and logical skills
- Experience in online advertising
- Ideally experience in the fields of PR and Design
- Strong communication and negotiation skills
- Metrics minded, precise, focused on ROI
- Self-motivated, independent, entrepreneurial work style
- Passionate and up-to-date with online-trends
- Excellent written Dutch skills and very good English

be2 offers you a challenging position in a thriving, professional, and entrepreneurial environment in which you can rapidly develop and enhance your expert knowledge. You will be part of a results driven and highly committed team. Non-hierarchical structures and flexible decision-making allow you to quickly assume responsibility and contribute to the success of be2.

Interested? Please send your application to Andrea De Gul: jobs@be2.com

be2 Germany GmbH Goethestr. 4 80336 Munich Germany www.be2com/corp

Checklist Ad wording

- ✓ Address applicants directly ("You are responsible for.../ You will..." is much more personal than "acquisition of new customers").
- ✓ A precise job title helps optimize the visibility of your ad (e.g., in search engine results).
- ✓ The professional profile should only include the most important qualifications required of the candidate.
- ✓ Precision is key when it comes to job descriptions.
- ✓ Underline your company's benefits: why should applicants approach you?
- ✓ Be careful to use neutral phrases when talking about gender, religion, age, sexual identity, disability and ethnicity.
- ✓ Use a multitude of similar keywords in order to boost your rankings in search engine results.
- ✓ Use positive phrases.

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<ul style="list-style-type: none">• Management of display and affiliate campaigns with a strong ROI approach to ensure optimal investment• Management and optimization of existing cooperation partners• Constant campaign performance analysis and budget control• Communication with cooperation partners	<ul style="list-style-type: none">• Bachelor or Master degree, reflecting very good analytical and logical skills• Experienced in online advertising• Ideally experience in the fields of PR and Design• Strong communication and negotiation skills• Metrics minded, precise, focused on ROI• Self-motivated, independent, entrepreneurial work style• Passionate and up-to-date with online-trends• Excellent written Dutch skills and very good English

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Do you need help with your employment ad's wording? We would love to assist you.

Our experienced team of advertising professionals supports you in developing your online ad with company profile, job description, professional profile and finishing touches.

- You send us the employment ad that needs revision. Alternatively, you may send us a short compilation of headwords concerning company profile, job description and professional profile suffices.
- Together we will discuss the perfect candidate's profile.
- We will send you a revised version of your ad, including keyword optimization and indexing.

Our "No worries"-deal starts at € 150,00 (plus VAT).

Do you have any questions? Call us at
Hotline: +49 (0) 800 – 884 940 0
HR New Media GmbH/ 1000jobboersen.de
Email: service@1000jobboersen.de