

Totaljobs.com and the Public Sector – the inside story

Indispensable to jobseekers and recruiters across the UK, totaljobs.com is well known as a leading sector-wide jobs website. And with dedicated Public Sector content, research and investment it is fast gaining a reputation as the go to place for Public Sector recruitment.

Widely used by recruiters across central and local government, public bodies, charities, health, education and social housing, it's a proven way to reach a wide and diverse audience that's actively seeking employment in the Public Sector. In addition, it's widely used by recruitment companies who supply candidates to those sectors.

Why use totaljobs?

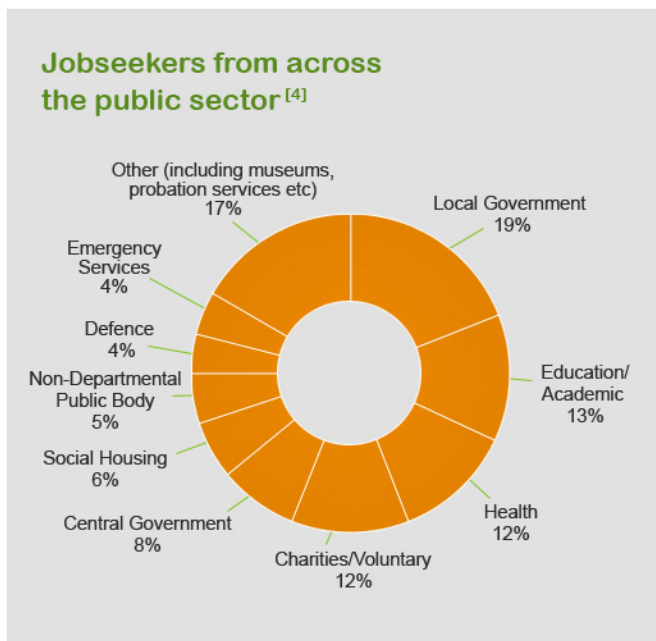
We reach Public Sector jobseekers

Of our 3.75 million jobseekers a month ^[1]:

- 23% are looking for a job in the Public Sector ^[2]
- 91% of private sector jobseekers would consider working in the Public Sector ^[2]
- Over 420,000 Public Sector jobseekers are registered to receive our email alerts and JBEs ^[3]

Jobseekers from across the public sector

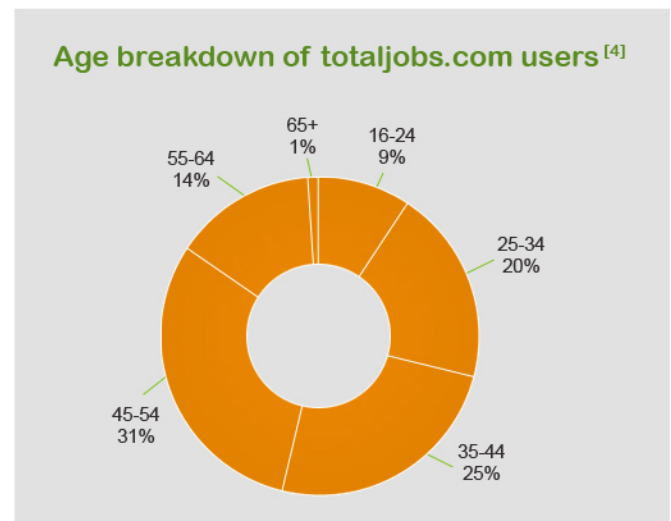
The diversity of our jobseekers reflects the Public Sector, with each area of the Public Sector matched by a corresponding totaljobs audience.



Diverse credentials

Our Public Sector jobseekers reflect the national demographic makeup:

- 28% come from a minority ethnic group ^[4]
- 55% are male and 45% female ^[4]
- We are used by jobseekers of all ages ^[4]



A unique Public Sector audience

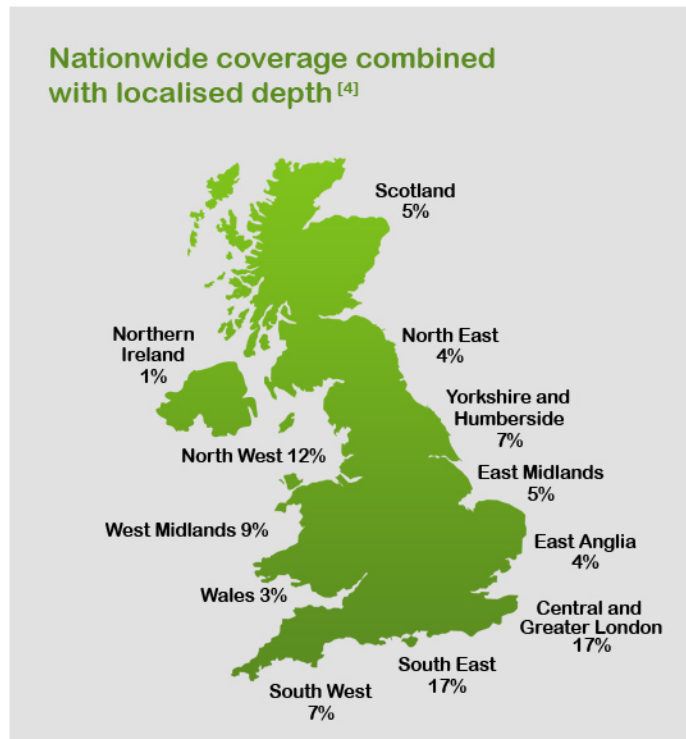
The totaljobs Public Sector audience is virtually unique, with little duplication when compared to other media:

- 97% of our users do not use jobsgopublic.com ^[5]
- 91% do not use guardianjobs.co.uk ^[5]
- 98% do not use charityjob.co.uk ^[5]
- 88% do not use NHS jobs ^[5]
- 68% do not use jobcentre+ ^[5]

National reach

Like the Public Sector, totaljobs operates nationwide and draws its audience from all over the country. In general this reflects the geographic spread of Public Sector jobseekers and means that employers from every region can recruit successfully.

As the UK workforce becomes more mobile and jobseekers become more willing to relocate, the way in which our nationwide coverage combines with localised depth is likely to become increasingly important - as every vacancy has nationwide coverage no matter where it is originated.



Recent totaljobs advertisers



Helping to improve internet access

Totaljobs.com has partnered with Race Online 2012 to help improve internet access to the small proportion of the UK who are not currently online. It is committed to helping Public Sector recruiters not only understand the benefits of online recruitment, but also offer support in implementing this within their organisations.



Investing in Public Sector research

To better understand the Public Sector jobseeker, totaljobs.com conducts regular research gauging opinion on the jobs market and the wider effect of government policies

We also recently commissioned the CEBR to survey Public Sector recruiters on the future of recruiting in the sector. The report highlights that up to £2.5 billion of Public Sector spending could be saved by changing recruitment channels and analyses the current state of the Public Sector recruitment landscape.

Find out more on our research by visiting recruiter.totaljobs.com or by contacting our Public Sector team.

Totaljobs - a Public Sector resource

We continue to attract jobseekers with an interest in the Public Sector through high quality Public Sector content and podcasts, alongside continued sponsorship of public sector keywords on search engines such as Google to ensure we reach a wide range of relevant and engaged Public Sector jobseekers.

Contact us

To find out how totaljobs.com can work for you, speak to the Public Sector team:

 020 7572 4226

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Source: 1. ABCe Jan 2011, 2. User profile survey 2010, 3. Totaljobs.com audience profile 2011, 4. Totaljobs Public Sector user profile 2011, 5. UKOM March 2011.