

From headhunter to recruitment marketer

CareerPage#1 - Overview

Candidate centric Career Pages

JOB#1:

What do we do?

Problem

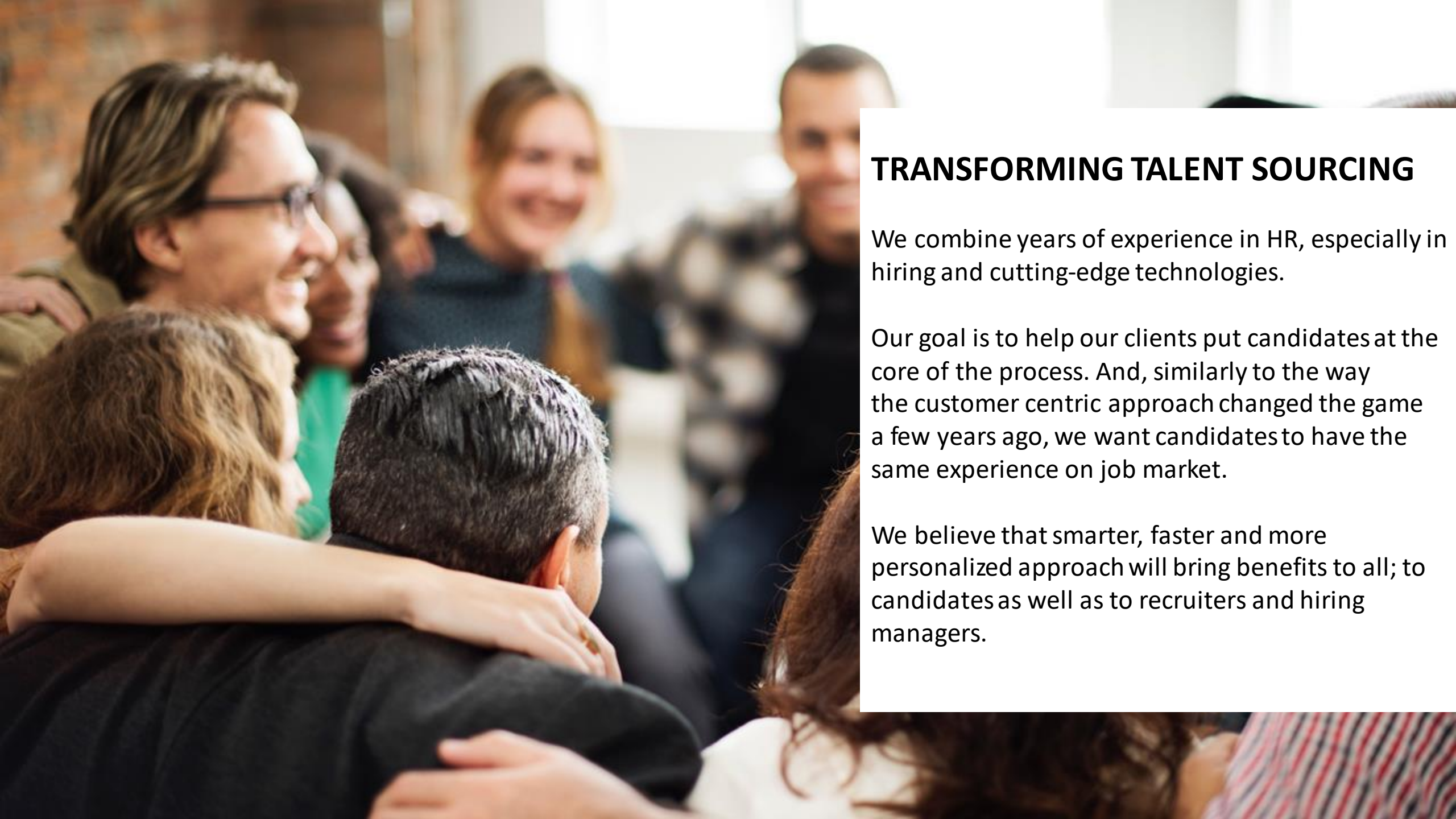
- How to source potential candidates from own career pages and create talent pipeline

Solution

- We provide modern career pages converting visitors to candidates through unique job seeker experience. Your branding. Runs on Azure.

Delivering

- 5x more CVs from visitors
- Managed pool of candidates



TRANSFORMING TALENT SOURCING

We combine years of experience in HR, especially in hiring and cutting-edge technologies.

Our goal is to help our clients put candidates at the core of the process. And, similarly to the way the customer centric approach changed the game a few years ago, we want candidates to have the same experience on job market.

We believe that smarter, faster and more personalized approach will bring benefits to all; to candidates as well as to recruiters and hiring managers.

✓ **REDUCE COST PER CV**

- Buying from external database: 2 - 4 EUR/CV
- LinkedIn or social network research: 16 – 20 EUR/CV
- Job portal advertisement: 25 – 200 EUR/CV

✓ **SAVING OF AGENCY COST:**

- 5000 – 15000 EUR/placement

✓ **GROW OWN TALENT POOL**

- Increase number of CVs 5 times

✓ **REVENUE FROM FASTER HIRING**

- Cut sourcing time from weeks to days



IMPACT



Job#1 Solution

Talent booster, rapid recruitment, profit enhancer

SMART CAREER PAGE

AI powered career page that automatically filters opportunities for candidate based on his CV

INNOVATIVE FEATURES

Favorite jobs, Similar jobs, Job application history, Document management, Smart Job Alerts or AI powered Career Consulting help job seekers to personalize their experience and do much better career decisions

AUTOMATION

Automated data extraction from CV, pre-population of forms, data management and synchronization of data flows from/to ATS/HRIS/CRM including GDPR management etc.

SMART CANDIDATE SEARCH

AI powered selection of best candidates for open positions, smart scoring and additional information useful for recruitment process (seniority, loyalty index etc.)

JOB#1

Who benefits?

Companies that need new career pages

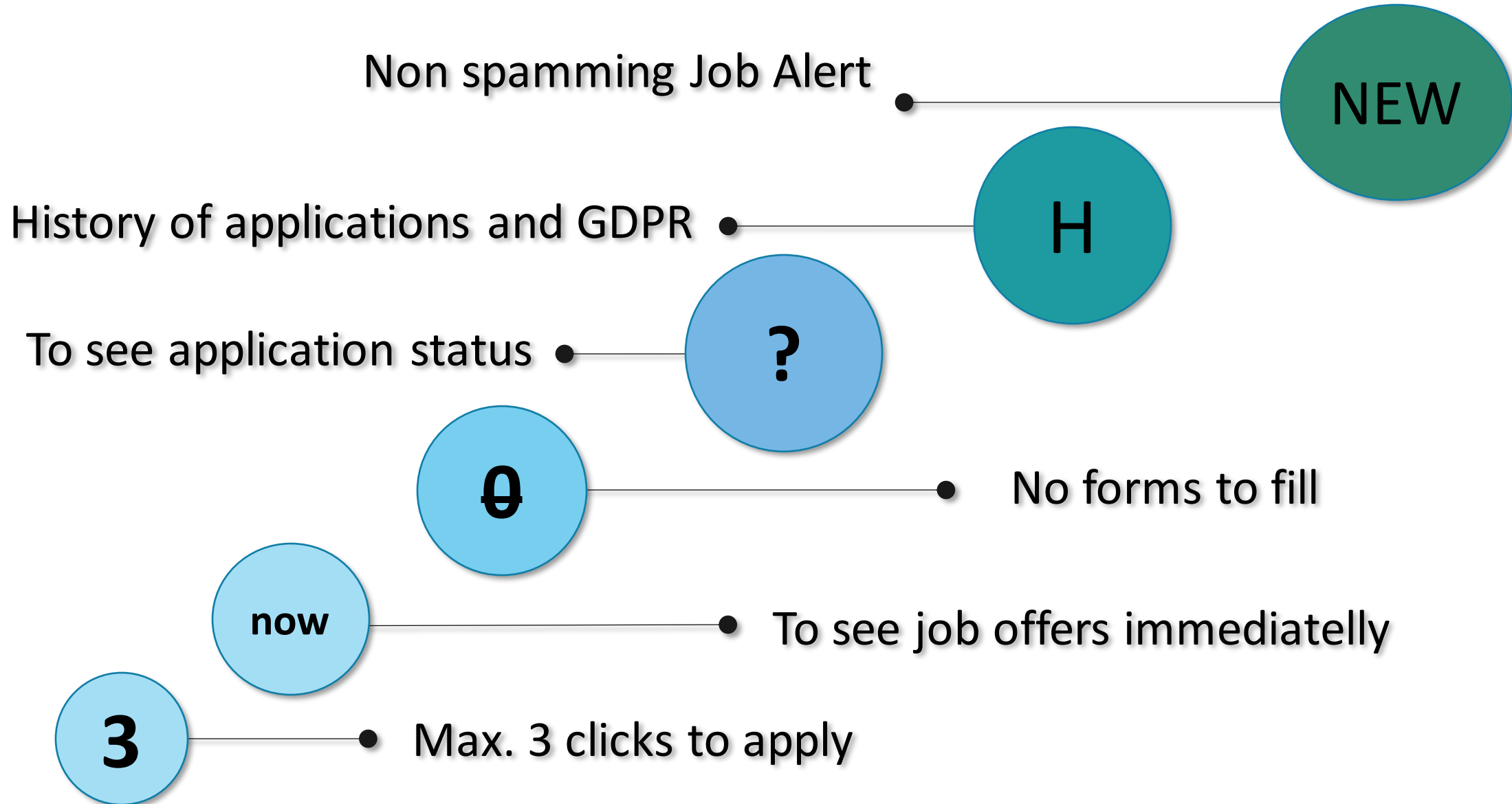
Companies that need more candidates

Companies that want to reduce cost & dependency on job portals and agencies

Companies that want to boost employer branding to attract talent directly

Companies that want to build own talent pool for sourcing

Candidate expectations – Career pages

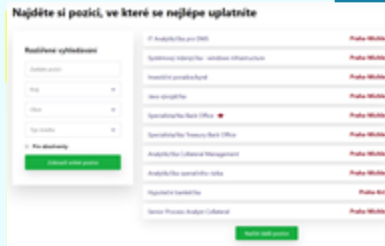


Candidate experience on typical career pages

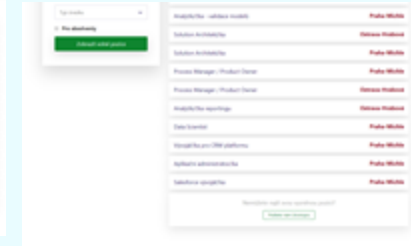
IT or branch?



Explore



Majority of positions are irrelevant.



Application+CV

Candidate must fill out form



Click to add text



Location, dept



Position display

4% visitors will submit CV

What if a good fit position opens tomorrow?

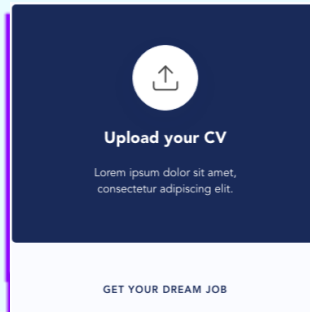
The solution: jobno.one career pages

Artificial Intelligence enables process change – Upload CV as a 1st step

Up to 50 - 70% visitors will submit CV

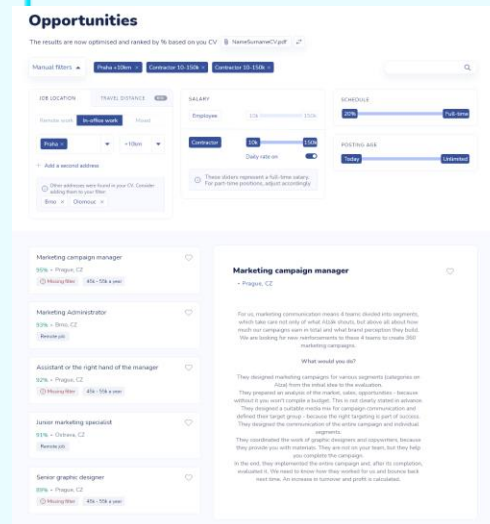
The CV will be automatically posted to ATS

1. CV = query



AI will propose only relevant positions

2. Shortlist



3. Application



If a good fit position opens tomorrow the candidate and the recruiter can be notified

CareerPage#1 – key features

Objectives

- 1. Get CV
- 2. Get Application
- 3. Ensure great candidate experience

Candidate Centric

- Minimize clicks
- No retyping
- Smart filters
- Similar positions
- Job Alert
- Registration via authority
- Own profile management

Recruiter

- Positions archive
- Publish future positions
- Catching leavers

Measurements and Optimization

- Position archive
- SEO suggestions
- Statistical data for analysis and reporting

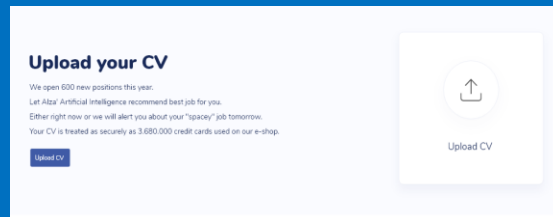


CareerPage #1: building blocks

Upload CV

CV is the query

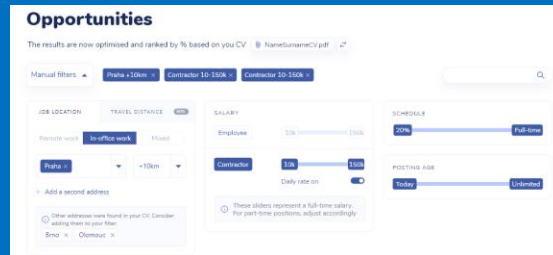
Any language



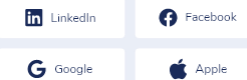
Manage profile

Select position

From proposed shortlist
Smart filters



Sign with



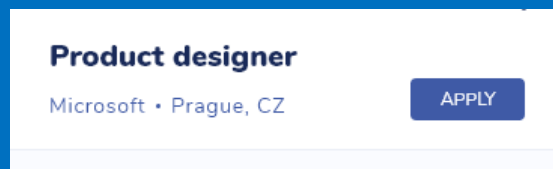
Application status

Manage favourites

APPLY

By single click

No typing



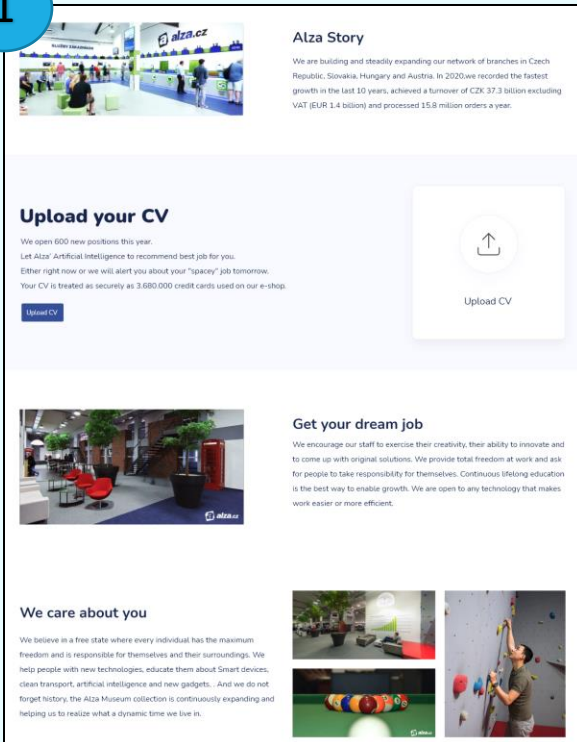
Save filters

Smart Job Alert

Manager CV Versions

Just three steps to apply

1



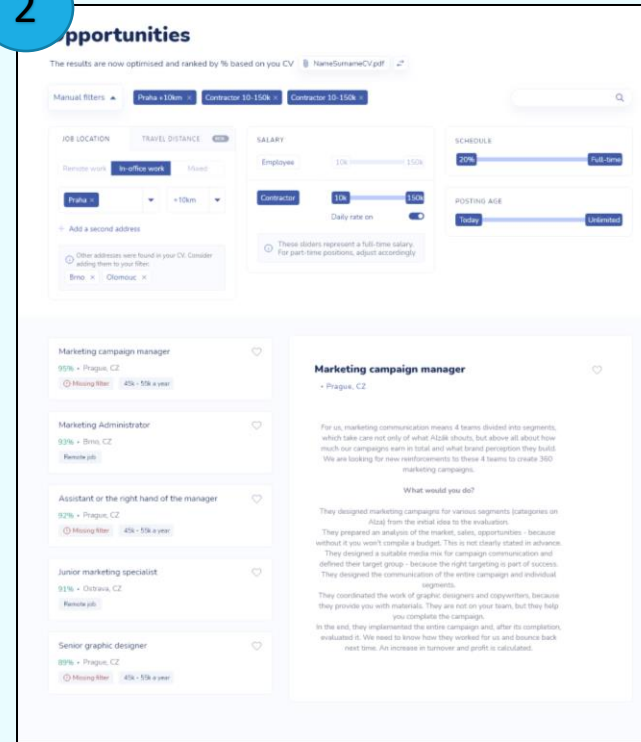
Alza Story
We are building and steadily expanding our network of branches in Czech Republic, Slovakia, Hungary and Austria. In 2020 we recorded the fastest growth in the last 10 years, achieved a turnover of CZK 37.3 billion excluding VAT (EUR 1.4 billion) and processed 15.8 million orders a year.

Upload your CV
We open 600 new positions this year.
Let Alza's Artificial Intelligence to recommend best job for you.
Either right now or we will alert you about your "spacy" job tomorrow.
Your CV is treated as securely as 3.680.000 credit cards used on our e-shop.

Get your dream job
We encourage our staff to exercise their creativity, their ability to innovate and to come up with original solutions. We provide total freedom at work and ask for people to take responsibility for themselves. Continuous lifelong education is the best way to enable growth. We are open to any technology that makes work easier or more efficient.

We care about you
We believe in a free state where every individual has the maximum freedom and is responsible for themselves and their surroundings. We help people with new technologies, educate them about Smart devices, clean transport, artificial intelligence and new gadgets. And we do not forget history; the Alza Museum collection is continuously expanding and helping us to realize what a dynamic time we live in.

2



Opportunities
The results are now optimised and ranked by % based on you CV

Manual filters: Praha +10km, Contractor 10-150k, Contractor 10-150k

JOB LOCATION
Remote work: In-office work, Mixed
Praha +10km

SALARY
Employee: 10k - 150k
Contractor: 10k - 150k
Daily rate on: [toggle]

SCHEDULE
20% - Full-time

POSTING AGE
1day - Unlimited

Marketing campaign manager
90% • Prague, CZ
Missing filter • 45k - 15k a year

Marketing Administrator
93% • Brno, CZ
Revoke job

Assistant or the right hand of the manager
92% • Prague, CZ
Missing filter • 45k - 15k a year

Junior marketing specialist
91% • Ostrava, CZ
Revoke job

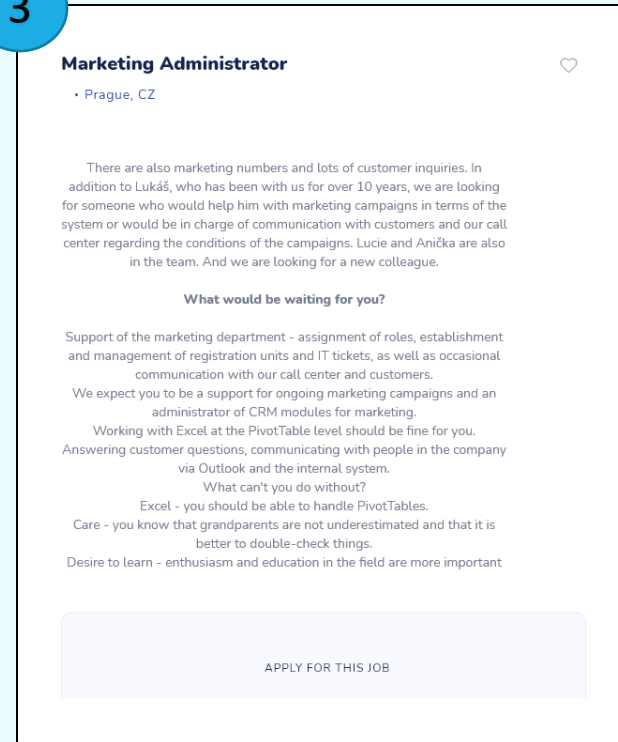
Senior graphic designer
89% • Prague, CZ
Missing filter • 45k - 15k a year

Marketing campaign manager
• Prague, CZ

For us, marketing communication means 4 teams divided into segments, which take care not only of what Alza shouts, but above all about how much our campaigns earn in total and what brand perception they build. We are looking for new replacements for these 4 teams to create 300 marketing campaigns.

What would you do?
They designed marketing campaigns for various segments (categories on Alza) from the initial idea to the evaluation.
They prepared an analysis of the market, sales, opportunities - because without it you won't compile a budget. This is not clearly stated in advance.
They designed a suitable media mix for campaign communication and defined their target group - because the right targeting is part of success.
They designed the communication of the entire campaign and individual segments.
They coordinated the work of graphic designers and copywriters, because they provide you with materials. They are not on your team, but they help you complete the campaign.
In the end, they implemented the entire campaign and, after its completion, evaluated it. We need to know how they worked for us and bounce back next time. An increase in turnover and profit is calculated.

3



Marketing Administrator
• Prague, CZ

There are also marketing numbers and lots of customer inquiries. In addition to Lukáš, who has been with us for over 10 years, we are looking for someone who would help him with marketing campaigns in terms of the system or would be in charge of communication with customers and our call center regarding the conditions of the campaigns. Lucie and Anička are also in the team. And we are looking for a new colleague.

What would be waiting for you?
Support of the marketing department - assignment of roles, establishment and management of registration units and IT tickets, as well as occasional communication with our call center and customers.
We expect you to be a support for ongoing marketing campaigns and an administrator of CRM modules for marketing.
Working with Excel at the PivotTable level should be fine for you.
Answering customer questions, communicating with people in the company via Outlook and the internal system.
What can't you do without?
Excel - you should be able to handle PivotTables.
Care - you know that grandparents are not underestimated and that it is better to double-check things.
Desire to learn - enthusiasm and education in the field are more important

APPLY FOR THIS JOB

The candidate is in control

LIKED OPPORTUNITIES

APPLICATIONS

JOB ALERT

SAVED FILTERS

YOUR DOCUMENTS

PROFILE INFO

Marketing Administrator	92% • Prague, CZ	Includes contact info	21.01.2021	
Marketing Executive	91% • Prague, CZ	Includes contact info	16.12.2020	
Marketing WEB UX	85% • Brno, CZ	Includes contact info	08.12.2020	
Pre Sales Junior	83% • Prague, CZ	Includes contact info	15.10.2020	
Marketing Assistant	91% • Ostrava, CZ	Includes contact info	08.04.2019	

Create a job alert

Smart, non-spamming. Be informed about every future dream job.

Artificial Intelligence makes sure, you will get only matching job adverts.

You can change your email, preferences or unsubscribe anytime.

SELECT A START DATE

dd/mm/yyyy

YOUR EMAIL

milan.novak@gmail.com

Send me updates about Alza a.s.

NOTIFY ME VIA EMAIL

LIKED OPPORTUNITIES

APPLICATIONS

JOB ALERT

SAVED FILTERS

YOUR DOCUMENTS

PROFILE INFO

Praha +10km × Contractor 10-150k × Contractor 10-150k ×

JOB LOCATION

Remote work In-office work Mixed

Praha × +10km ×

+ Add a second address

Other addresses were found in your CV. Consider adding them to your filter:

Brno × Olomouc ×

TRAVEL DISTANCE 10km

SALARY

Employee 10k 150k

Contractor 10k 150k

Daily rate on

These sliders represent a full-time salary. For part-time positions, adjust accordingly

SCHEDULE

20% Full-time

POSTING AGE

Today Unlimited

Jobno.one feature list

- ✓ The primary goal is to obtain the CV from the visitors. A secondary goal is to let them apply to a specific position
- ✓ As few clicks as possible from visiting the page to the job application
- ✓ Pre-populated data in contact forms (we parse first name, last name, phone, email from CV)
- ✓ Smart filters (also on mobile device) - sliders (time, location / distance to work time, contractor / employee)
- ✓ Display of "similar positions" to the one chosen
- ✓ No full-text filter is needed, artificial intelligence scores CV based on relevance to open position
- ✓ Where "CV not required" there is simple form or chatbot
- ✓ Own Profile Management: all applications, documents and candidate' personal data
- ✓ Job Alert - automatically sends information about new matching positions to the candidate (in combination with smart filters)
- ✓ A popup window when the candidate leaves the pages. AI displays relevant positions or offers a job alert
- ✓ Login through 3rd party authorities (Google, Microsoft, Facebook, LinkedIn, Apple)
- ✓ SEO optimization (AI suggests, manually modified)
- ✓ Position archive (for SEO and for advertising repetition)
- ✓ Analytics - we collect visitors' metrics (number of visitors, conversions, views, CV uploads)
- ✓ You can advertise positions that are planned to be filled (not only those that are currently filled) with the date of the planned opening

