

jobs.ch and XING combine online job market services with social business networking in Switzerland

Recruiting 2.0: jobs.ch relaunches www.topjobs.ch

jobs.ch, Switzerland's leading online job market, relaunches www.topjobs.ch, the country's largest executive jobs portal, in cooperation with XING. www.topjobs.ch is launched in a fresh, new look featuring optimised usability and innovative functions unique anywhere in Switzerland. The Swiss premiere of www.topjobs.ch combines the functionalities of an online job market with those of a social business network. Jobseekers are able to trace their personal XING contact details at potential employers. The new type of search technology also matches candidate profiles and vacancies and prioritises adverts that match jobseekers' specific search preferences.

Establishing contact with XING users as well

The strategic collaboration between jobs.ch and XING is facilitating the most exciting new feature offered by www.topjobs.ch: the link between potential employers appearing in the results list and jobseekers' individual XING contacts. Jobseekers can see which of their XING contacts are involved amongst the companies matching their profiles. This means jobseekers are able to get in direct touch with individuals within their circle of personal and professional contacts – those already working for the companies suggested – and gain background information on the company in question. Michel Kaufmann, Head of Marketing and Products at jobs.ch ag: "www.topjobs.ch is the first platform in Switzerland to provide this link-up."

New kind of search technology for improved result quality

The new kind of search technology deployed by www.topjobs.ch leads to better results. www.topjobs.ch tracks jobseekers' search behaviour and prioritises the job ads that best match their specific preferences. www.topjobs.ch matches a brief profile posted by jobseekers giving details of their current post, current employer or branch of industry and current location with the most relevant job profiles and potential employers of the registered job ads. The type and number of job ads passed on depend on the profiles posted by the candidates and the vacancies they have clicked on so far. The results are continuously fine-tuned to the search preferences and can be optimised manually by the jobseekers.

The search results on www.topjobs.ch also lead to recruiters matching the job profile: these are generated from amongst the 300-plus contacts of Switzerland's largest headhunting and staff consultancy list – jobseekers are then able to enter into direct contact via a contact form.

Attractive combined opportunity for employers

This new recruitment channel significantly increases the reach of advertised vacancies for specialist staff and executives, since the ads appear automatically not only on the leading

online executive market www.topjobs.ch, but also on www.jobs.ch, Switzerland's largest online jobs market – based on hits and numbers of jobs advertised – and www.xing.com. The tie-up means that jobs.ch is now offering its clients two recruitment channels simultaneously, and is thus reaching active as well as latently interested jobseekers. The tie-up also sees XING acquiring further appeal in the Swiss market through the posting of a larger number of job ads with relevance to Switzerland.

Mark Sandmeier, CEO of jobs.ch ag: "jobs.ch has ten years of success under its belt. We see social media as representing a huge opportunity. Our cooperation with XING and our joint offer are exactly what jobseekers have been looking for in terms of turning to their social networks when seeking a fresh professional challenge. In addition, employers are given direct access to a large pool of interested candidates."

About jobs.ch

jobs.ch is Switzerland's leading internet platform for jobseekers and employers across all sectors. jobs.ch operates vertical sector platforms in the segments specialist staff and executives (www.topjobs.ch), finance and banking (www.jobs4finance.ch), ICT (www.ictcareer.ch), sales (www.jobs4sales.ch), engineering (www.ingjobs.ch) and healthcare (www.medtalents.ch). The company was founded in 2000 and currently employs 73 staff in Zurich and Lausanne. In 2010 its anniversary year, jobs.ch posted an order volume valued at CHF 36 million.

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