



## CORPORATE Media Pack 2022

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CV-Library offers the most competitive range of recruitment packages on the web - offering simple solutions for businesses of all sizes.

We focus on generating more CVs on our award-winning database to bring you good quality job applications.

Find out how CV-Library can help with your hiring strategy...

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Trustpilot The Trustpilot logo is followed by five green stars, indicating a 5-star rating.

# What makes us stand out?

## We're recruiters' #1 job board

Not only do we hold the UK's largest independent CV Database, boasting over **17 million** CVs, we work hard to ensure you can place candidates quickly and efficiently.

But don't just take our word for it. An independent survey by Tribes Research Ltd found that organisations vote us their favourite job board\*. Here's why:

### ✔ More for your money

Recruiters say we provide the best return on investment over any of our competitors

### ✔ Recruit more people!

Almost twice as many recruiters get more hires from CV-Library than any other competitor

### ✔ Receive more applications

Recruiters receive more applications through CV-Library, compared to our nearest competitor



Trustpilot

★★★★★  
4.8/5 - Excellent

We have the highest Trustpilot rating of all the major job boards

## We're trusted by tens of thousands of employers



### 360,000 new or updated CVs each month

That's why over **10,000** businesses trust CV-Library with their hiring needs



### Maximum coverage for your investment

With over **800** niche partner sites, we'll give your jobs unrivalled coverage



### More than just a CV Database

Reach passive candidates with targeted email campaigns and display advertising

\*Research conducted by Tribes Research Ltd, inviting 16,369 recruiters to review their job board experience with CV-Library, Reed, Totaljobs and Monster. See the full results here: [www.cv-library.co.uk/recruiter-survey](http://www.cv-library.co.uk/recruiter-survey)

## We'll drive traffic to your jobs

Our unique strategy ensures that our traffic levels remain high, with 4.3 million unique users visiting our site every month.



### CV-Library Group

We own a growing number of sector and location-specific UK job sites, including the British Jobs network, delivering thousands of extra applications to your jobs



### Outdoor advertising

We're the most active job site in offline advertising and advertise on trains, buses, roadside and taxis across the UK



### Social media

We're targeting active and passive candidates across all platforms, constantly bringing job hunters back to our site



### Google

We were one of the first official launch partners for Google's new job search in the UK, ensuring your jobs appear in Google's Search Index\*



### Online advertising

We use banners and adverts to drive high levels of online traffic to our site, advertising across over a million search phrases on Google and Bing



### SEO

We had a 17% increase in page 1 visibility in 2019, meaning it's never been easier for candidates to find jobs posted to CV-Library



### Automatic LinkedIn job sharing

All jobs posted on CV-Library are now shared directly with LinkedIn to appear on its job search results.\* This will result in more applications from high calibre candidates.

## Re-targeting campaigns across our partner network

Our extended network of partner sites ensures that we continue to drive high levels of traffic to our site and our clients' jobs. All relevant vacancies are posted on these sites at no extra charge, providing fantastic additional exposure.

\*At Google and LinkedIn's discretion, the most relevant jobs will be listed based on the user's search



# Reach the right candidates

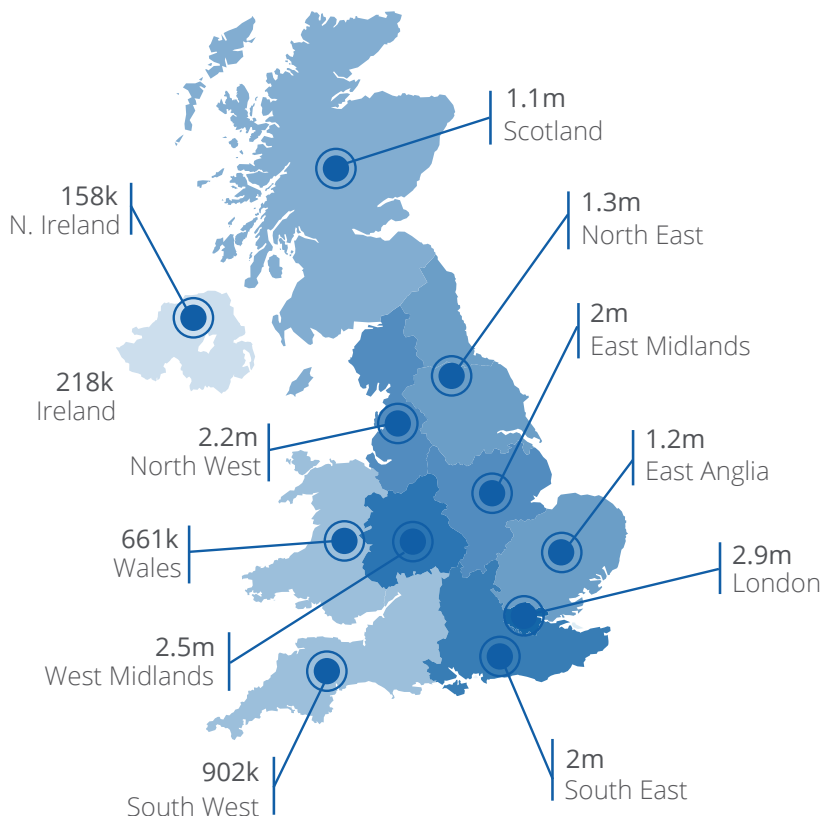
## We focus on attraction and re-engagement

In an independent study\*, job hunters said they preferred CV-Library to any other job site in the UK. We're constantly attracting new job hunters to our site, as well as re-engaging with candidates that have used us previously. This is why we receive 360,000 new and updated CVs every month.

### Candidates by industry

Retail	<b>2,872,758</b>
Administration	<b>2,370,734</b>
Customer service	<b>1,990,163</b>
Warehouse	<b>1,564,679</b>
Construction	<b>1,278,924</b>
Sales	<b>1,141,918</b>
Engineering	<b>963,930</b>
IT & Technical	<b>952,818</b>
Catering/Food Services	<b>936,042</b>
Hotel/Hospitality	<b>864,485</b>

### Candidates by location



## Key statistics



**3 million**

Job applications  
per month



**4.3 million**

Unique users  
per month



**10.1 million**

Job searches  
per month

*All stats are correct as of December 2021*

\*Research conducted by Tribes Research Ltd, inviting 199,763 active job hunters to review their job hunting experience with CV-Library, Reed, Totaljobs and Monster. See the full results here: [www.cv-library.co.uk/favourite-job-board](http://www.cv-library.co.uk/favourite-job-board)

# The CV-Library Group and extended network

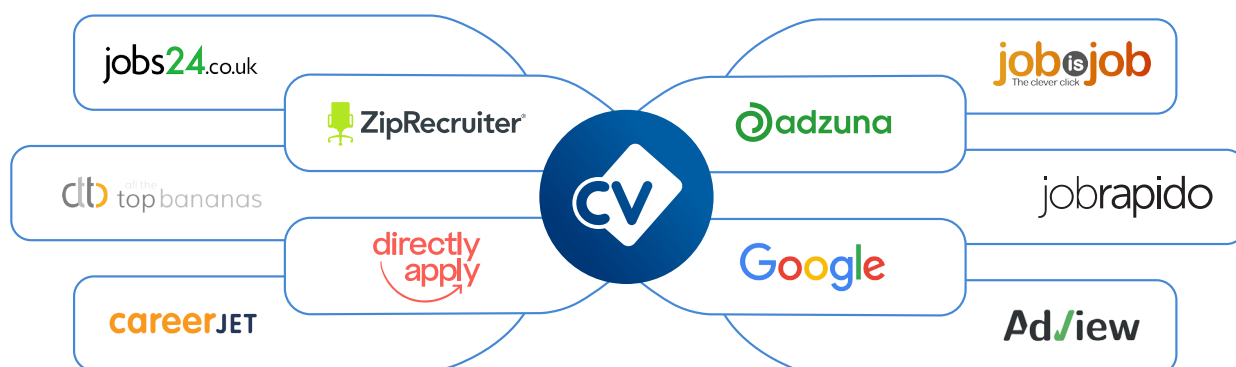
The CV-Library Group is home to a growing number of unique job boards, meaning your jobs will be associated with relevant, trusted brands in the market, at no extra cost!



Learn more... [www.cv-librarygroup.co.uk](http://www.cv-librarygroup.co.uk)

## Our extended network

In addition, our extended network of partner sites ensures that we continue to drive high levels of traffic to our site and your jobs. All relevant vacancies are posted on these sites at no extra charge, providing fantastic additional exposure.



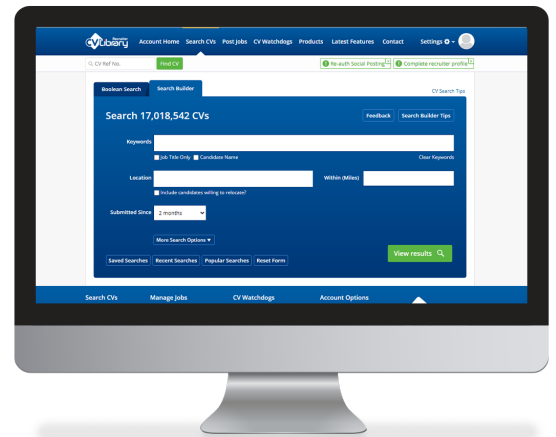
Plus 800 more... [www.cv-library.co.uk/network](http://www.cv-library.co.uk/network)

# Our core products

## CV Database

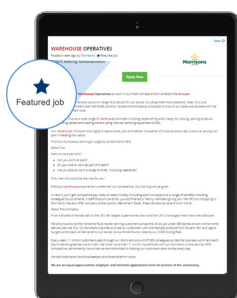
Our huge database holds over **17 million** CVs from every sector nationwide. Use our new, innovative Search Builder to easily find the best candidates for your jobs, fast.

- ✓ View an unlimited number of CVs
- ✓ Add related terms to discover CVs you wouldn't normally find
- ✓ Run quick and accurate CV searches every time



## Job Advertising

Post your vacancy across our unrivalled network in minutes to receive applications directly. Our premium products further enhance your branding:



### Featured Jobs

Your jobs will appear boldly at the top of search results, displayed with an eye-catching 'Featured' sash



### Premium Featured Jobs

Receive a bespoke design with an integrated 'Featured' sash as well as a boost to the top of the search results pages



### Branded Adverts

Your bespoke advert will embody your brand and make a lasting impression, including a 'Premium' sash



### Nationwide/ Region-wide Credits

Reach the right candidates - tailor your audience by location depending on your requirement



### Featured Nationwide/ Region-wide credits

Receive applications from your targeted location and place your job at the top of search results with a 'Featured' sash



### JobStream Posting

Use engaging video content to attract candidates and exemplify your company culture

## Remote jobs

Post jobs as suitable for remote working.

- ✓ Option to select 'Fully Remote' or 'Partially Remote'
- ✓ A 'remote working' badge will be added to the job post
- ✓ Badge boosts visibility on the search results page

Remote **NEW**

Location Setting ☐ Standard ☐ Region-wide ☐ Nationwide ☐ Non UK ☒ Remote **NEW**

**Partially Remote** **Fully Remote**

Precise Location \*

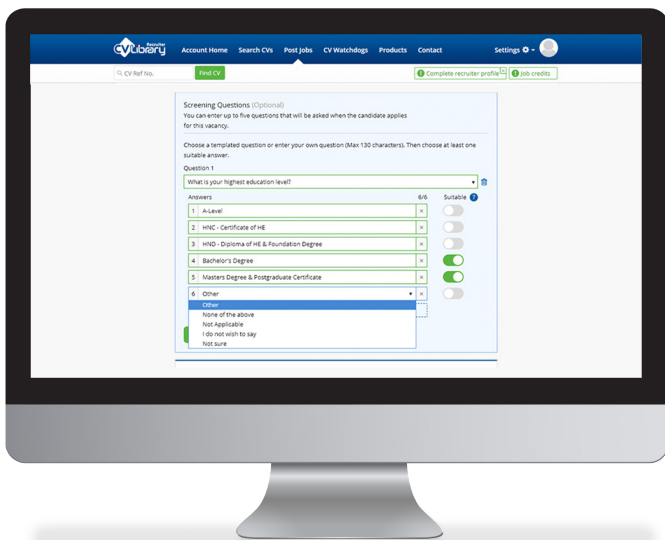
Display Location \*

If this job is partially remote, please provide details in the job description.  
e.g. Office-based three days a week and home-based two days.

## Bespoke Screening Questions

Include custom questions to help you quickly identify the best applicants.

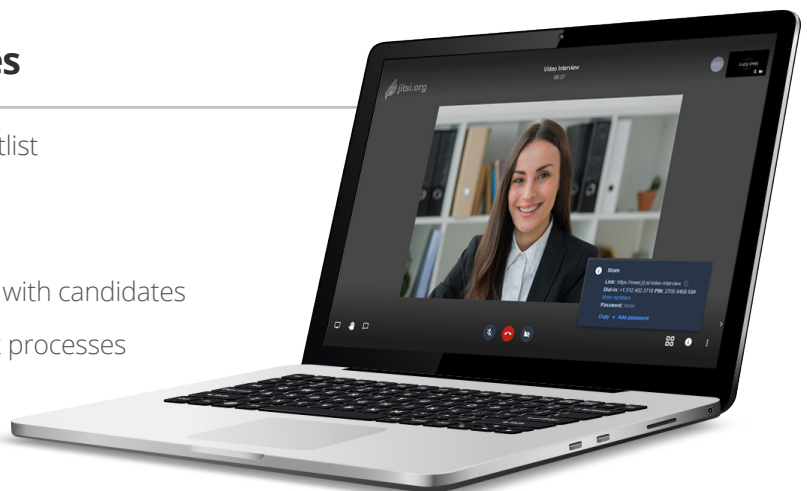
- ✓ Add up to five questions per job post
- ✓ Choose from our templated questions & answers or enter your own options
- ✓ View all applications and answers in your dashboard



## Video Interviews with candidates

Set up video interviews with your candidate shortlist in seconds.

- ✓ Free for all clients
- ✓ Schedule interviews and share unique URLs with candidates
- ✓ Simplifies & streamlines remote recruitment processes

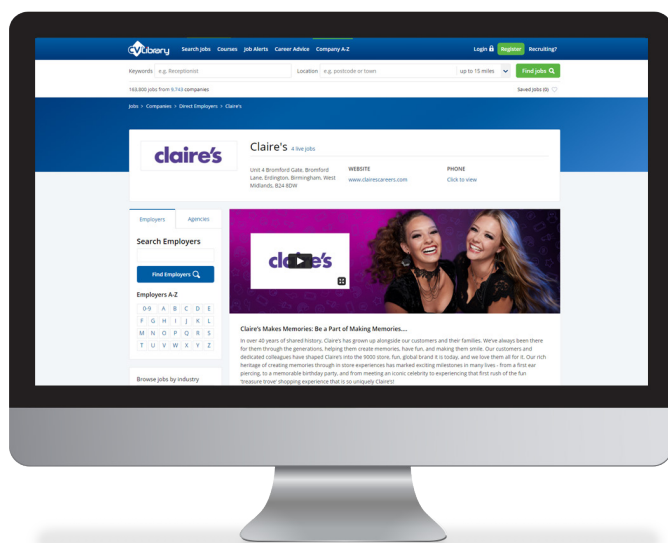




## CPM Display Advertising

Our targeted sitewide advertising allows you to place your brand in front of millions of engaged job hunters.

- ✓ Drive more candidates to your jobs
- ✓ Target candidates by location, industry, job titles and more
- ✓ Boost brand awareness
- ✓ Charged on a cost per impression basis



## Bespoke Company Profile

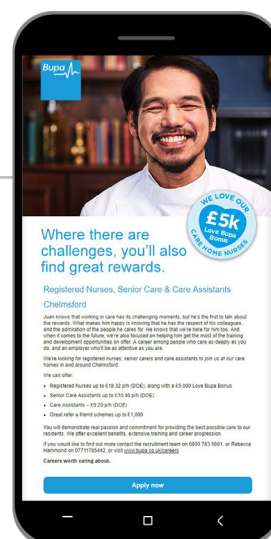
Benefit from a unique, branded profile designed by our in-house team.

- ✓ Showcase your company and enhance your brand
- ✓ Improve your SEO impact
- ✓ Link directly to your website and contact details

## Targeted Candidate Emails

Send a tailored, branded email directly to your target candidates' inbox.

- ✓ Advertise an urgent vacancy
- ✓ Reach your target audience
- ✓ Increase application rates
- ✓ Promote your brand
- ✓ Sent on a day and time that suits you



*We have used CV-Library this year after switching the bulk of our job board budget from one of their competitors. Our ROI compared to our previous job board has been significant.*

**swissport** 



## Buttons & Banners

Capitalise on CV-Library's high levels of traffic by placing your branding on our site. Attract active job seekers with these products:

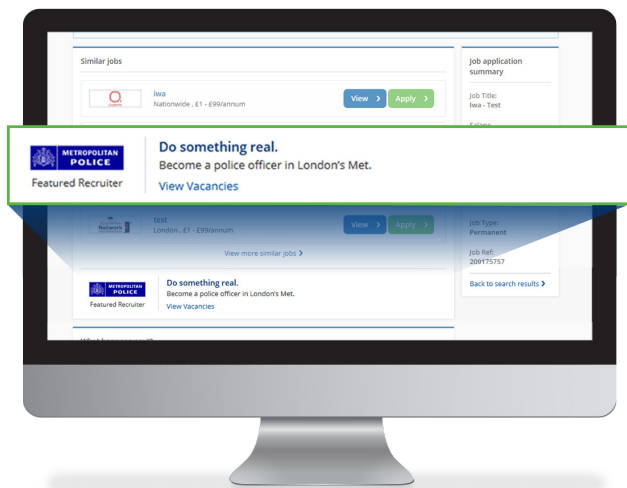
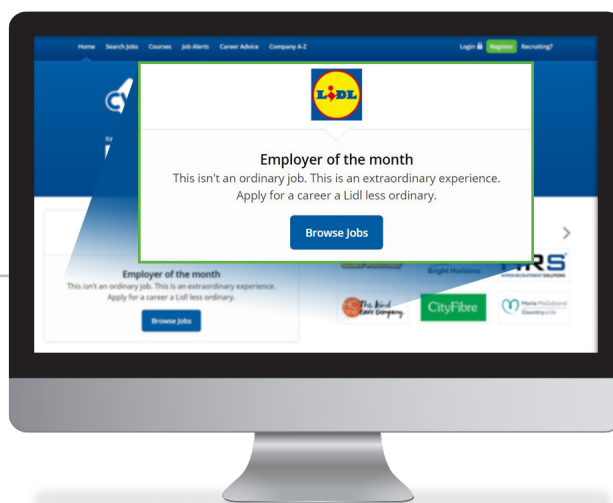


### Homepage Button

Grab job seekers' attention by linking to a job or your company profile from our homepage

### Job/Employer of the Week/Month

Gain brand exposure by featuring on our homepage for a week or month



### Application Booster Banner

Target active candidates directly with a banner that is displayed on the job application success page

### Brand Awareness Email Banner

Advertise your brand on CV-Library's application success confirmation emails to target proactive candidates



# What you can expect from us



## Unrivalled account management

You'll have a dedicated Client Response Coordinator to turn to if you need a helping hand



## Product innovation

With a dedicated in-house product team, we're constantly developing our offering



## Monthly usage reports

We'll send you weekly reports and quarterly newsletters to ensure you're getting the best results



## Free Company Profile

We know that employer branding is crucial, so we provide all clients with a free Company Profile



## SmartMatch CV technology

We ensure the best-matched CVs are pushed to the top of your searches, so you're presented with the most relevant candidates



## CV-Library Apply

We offer ATS integration to make the application process quicker and easier for candidates



## Award-winning customer service

Our annual poll found that **96%** of clients rate our service as 'Good' or 'Excellent'

## A few of our recent achievements



Excellent - **4.8/5**

**Highest rating in the industry**



**Global Recruiter Awards 2019**

Best Job Board  
*Five years' running*



**OnRec Awards 2020**

Technical Innovation  
*Two years' running*



**National Online Recruitment Awards 2020**

Recruitment website of the decade

# Trusted by 10,000+ recruiters & employers

We're already used by thousands of top employers across the UK, helping organisations to find the very best candidates for their job roles.



## A brief history of CV-Library

Established by Lee Biggins in 2000, CV-Library is now one of the fastest growing job boards in the UK, boasting the largest independent CV Database on the market.

In 2014, we launched our global sister company, Resume-Library, in the US, which is continuing to go from strength-to-strength.

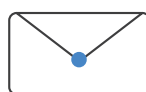
What's more, we opened regional offices in London, Birmingham and Manchester in 2016, to improve our service for clients across the UK. In 2017, we launched CV-Library.ie in Ireland and opened our first office in Scotland in the summer of 2018.



## Get in touch



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www.

[www.cv-library.co.uk](http://www.cv-library.co.uk)