



JYSK REKRUTTERING

HEADHUNTING

Rekruttering

OUTPLACEMENT

Coaching

North Denmark Career Convention

18 November 2020



Agenda

- 1) Tips for job hunting
- 2) Case
- 3) Questions



Job hunting tips from the recruiters

- **Clearly** outline your skills and competences
- **Describe** your practical work experience
- **Profile** yourself: Personal and professional

A great leader is more important than a great company



JYSK REKRUTTERING

Case

- Jysk Rekruttering aspires to be market leading in the use of **end to end digital processes**
 - recruitment processes, coaching etc.
 - recruitment platform (employ)
 - profiling tools (e-stimate)
 - **online presence and marketing** (case)



Customers

- Where (in the online landscape) are our costumers?
- How do we attract our customers' attention?
- How do we continuously create relevant content?



Now & Future

- Online presence + marketing initiatives until now:
 - Website (mostly static), organic search only
 - LinkedIn and facebook (infrequent postings)
- Case:
 - Define success criteria for new online strategy
 - Develop strategy for Jysk Rekruttering's online presence and marketing initiatives
 - Initiate execution of strategy



Key focus areas

- Website update & Google Analytics
- SEO
- Content marketing
- Social media
- *Video*
- ?



Questions

- We need your help to reach our goals on our way to reach digital visibility

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