

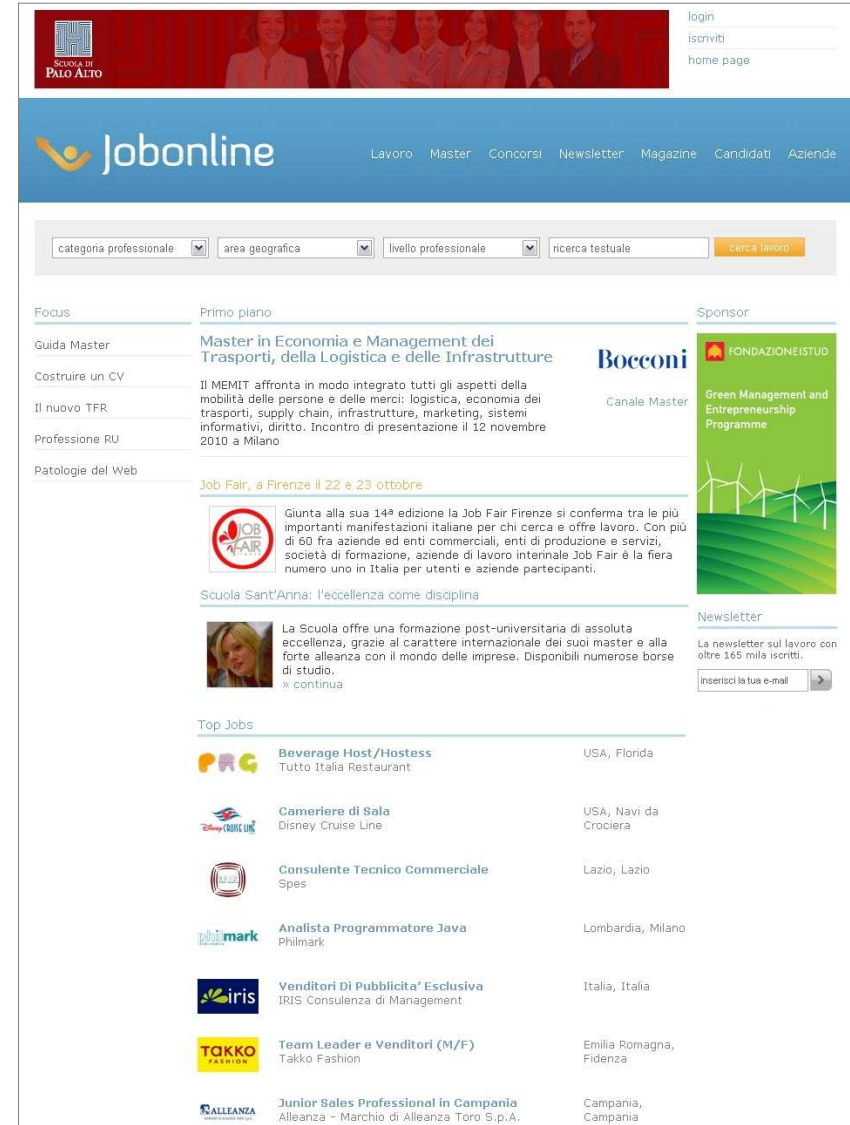


Il portale del lavoro e della formazione

ONLINE RECRUITING AND EMPLOYER BRANDING SERVICES

The first Italian e-recruiting website

- Jobonline was set up in January **1996** as **the first e-recruiting portal in Italy**. Today Jobonline is one of the leading e-recruiting websites in Italy and also a leader in web advertising on masters and post graduation courses.
- Jobonline is an **independent site**, being not controlled by any search and selection company.
- Jobonline is registered at the Tribunal of Trieste (Act n.1041, 12 January 2002) as a magazine. Its mark and contents are copyrighted by Medialabor Srl.

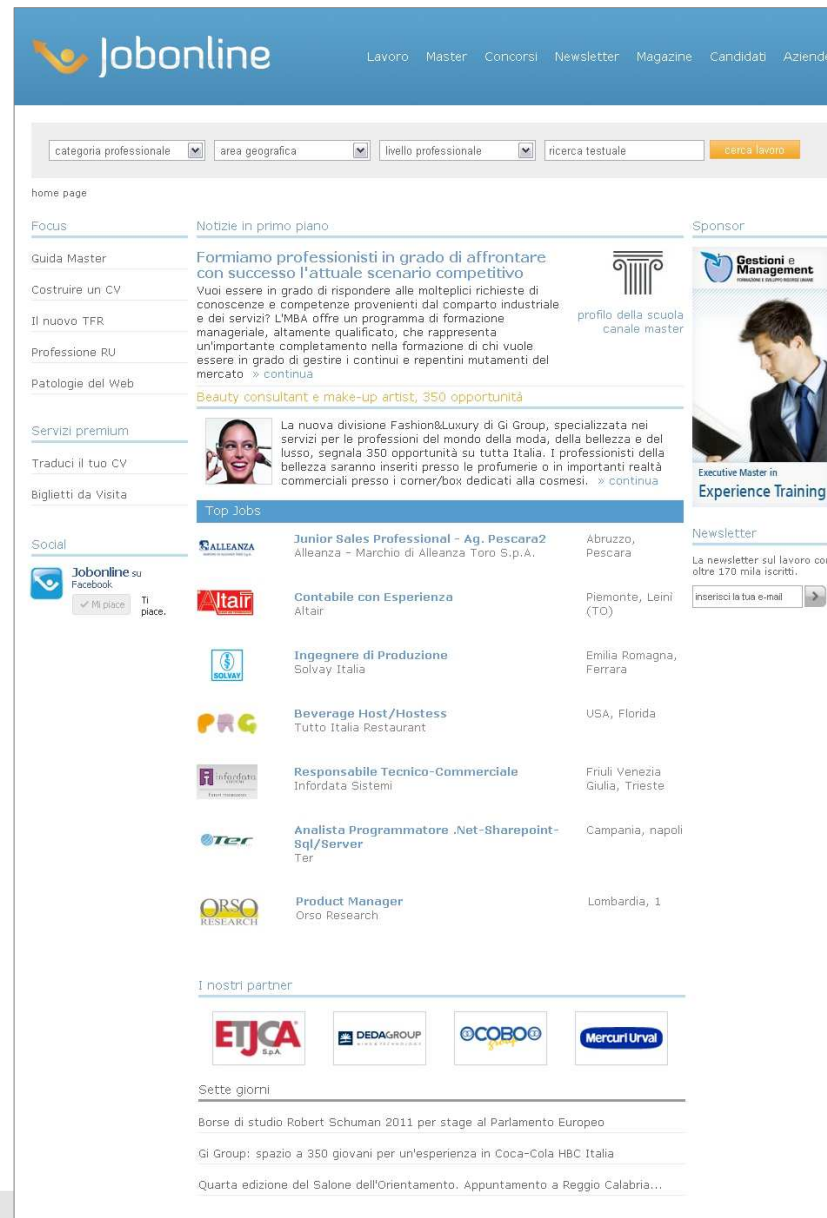


The screenshot shows the Jobonline website interface. At the top, there is a header with the Jobonline logo and navigation links: Lavoro, Master, Concorsi, Newsletter, Magazine, Candidati, Aziende. Below the header is a search bar with fields for 'categoria professionale', 'area geografica', 'livello professionale', and 'ricerca testuale', followed by a 'cerca lavoro' button. The main content area is divided into several sections: 'Focus' (Guida Master, Costruire un CV, Il nuovo TFR, Professione RU, Patologie del Web), 'Primo piano' (Master in Economia e Management dei Trasporti, della Logistica e delle Infrastrutture, Bocconi, Canale Master, Green Management and Entrepreneurship Programme), 'Job Fair, a Firenze il 22 e 23 ottobre', 'Scuola Sant'Anna: l'eccellenza come disciplina', and 'Top Jobs'. The 'Top Jobs' section lists various job openings with logos, titles, and locations. On the right side, there is a 'Sponsor' section with logos for Bocconi and Fondazione Studi, and a 'Newsletter' section with a sign-up form.

A high profile community

- In 2013 Jobonline was visited every month by an average of about 406.000 unique users (676.000 visitors).
- 67% of Jobonline's visitors connect directly to our portal, while 33% connect from general portals, search engine or other web sites.
- Subscribers to the weekly newsletter are more than 185.000.
- More than 2.2 Millions Job Ads published over years.

Partners

The screenshot shows the Jobonline website interface. At the top is the Jobonline logo and navigation links: Lavoro, Master, Concorsi, Newsletter, Magazine, Candidati, Aziende. Below the navigation bar is a search section with dropdown menus for 'categoria professionale', 'area geografica', and 'livello professionale', a text input for 'ricerca testuale', and a 'cerca lavoro' button. The main content area is divided into several sections: 'home page' with a 'Focus' sidebar listing topics like 'Guida Master', 'Costruire un CV', 'Il nuovo TFR', 'Professione RU', 'Patologie del Web', 'Servizi premium', 'Traduci il tuo CV', and 'Biglietti da Visita'; a main content area with articles such as 'Formiamo professionisti in grado di affrontare con successo l'attuale scenario competitivo', 'Beauty consultant e make-up artist, 350 opportunità', and 'La nuova divisione Fashion&Luxury di Gi Group'; a 'Sponsor' section featuring 'Gestioni e Management'; a 'Top Jobs' section with various job listings like 'Junior Sales Professional - Ag. Pescara2', 'Contabile con Esperienza', 'Ingegnere di Produzione', 'Beverage Host/Hostess', 'Responsabile Tecnico-Commerciale', 'Analista Programmatore .Net-Sharepoint-Sql/Server', and 'Product Manager'; a 'Social' section with a Facebook link; and a 'Newsletter' section. At the bottom, there is a 'I nostri partner' section with logos for ETJCA, DEDAGROUP, ECOBO, and Mercuri Urval, and a 'Sette giorni' section with news items.



Standard job posting

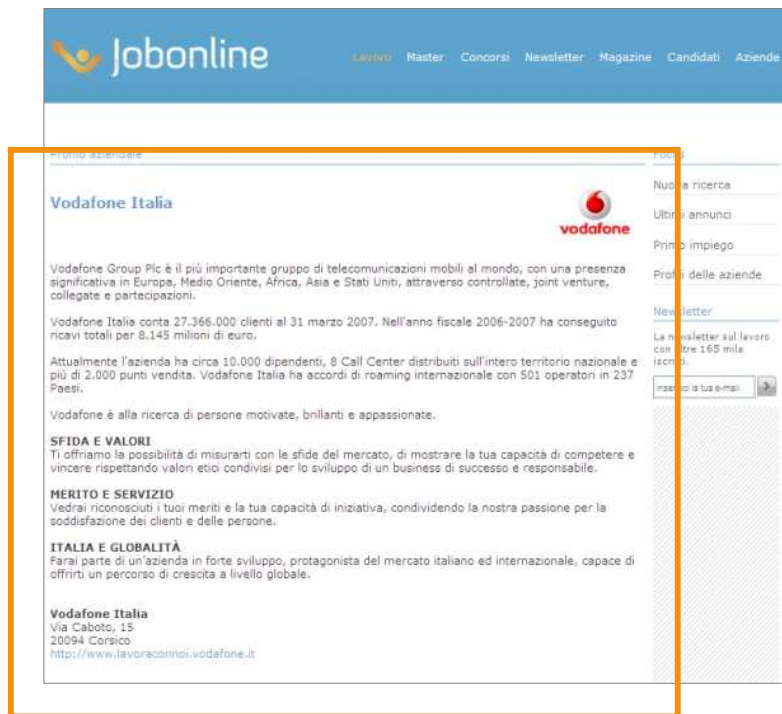
- The standard job posting offers a wide space and emphasize the job and the requirements. Job posts are published in Jobonline for **60 days** and includes a company profile with the company brand.
- Candidates apply through a form linked to the post, attaching the CV file (without registration). Cv's are directly delivered to a company's e-mail address .
- The **Jobonline staff ensure a high level consultancy in preparing and publishing the posts**. The redemption is carefully monitored and, according to the results, the post can be modified.
- The job posts can be found in the section “Lavoro” (Job) as a result of a database query through the search engine, in the section “ultimi annunci” (latest posts) during the first 3 days, in the list of the posts linked to the company profile and in the personal pages of the applicant.



The screenshot shows a job posting on the Jobonline website. The header includes the Jobonline logo and navigation links: home page, login, iscrivi. Below the header, there are links for Lavoro, Master, Concorsi, Newsletter, Magazine, Candidati, and Aziende. The main content area displays the job title "Ingegneri Chimici" and the company "Rif: ING CHIM". It includes a "Riepilogo" section with details: Area Professionale: Tecnica, Progettazione, Qualità; Luogo di lavoro: Emilia Romagna, Lombardia, Piemonte; Posti disponibili: 2; Contratto: Assunzione CCNL. The "Descrizione" section provides a detailed description of the role and responsibilities. The "Requisiti" section lists the required qualifications. On the right side, there is a "Risorse" section with links to the company profile and all offers, and a "Sponsor" section featuring an advertisement for SDOA.

Company profile

- The company profile is linked to the corporate site (usually to the page career) to collect spontaneous application
- The company profile can also include the current job posts and can be reached also from the section "Our partners" and from the company logo in general spin in the jobonline's home page and in the job channel home page.



Jobonline's newsletter

- Job posts are launched in the newsletter and sent directly to 190.000 subscribers.
- A launch consists of the company logo, location and title (role) of the ad. It links to the job post.



Highlight in newsletter

- Job posts are launched in a special position of the Newsletter and sent directly to 190.000 subscribers.
- A launch consists of the company logo, location, title (role) and description. It links to the job post.

Il Web marketing leva strategica per l'azienda, gestire le 4 C delle PR on line
scheda master / richiesta info

Sedi: Bologna e Roma - Avvio: ottobre 2010

top jobs

PRG LAVORA 12 MESI NEGLI USA
Beverage Host/Hostesses
Sognate di vivere, lavorare e acquisire una professionalità lavorando per 12 mesi negli Stati Uniti? Attraverso il programma internazionale del Walt Disney World Resort di Orlando (Florida) potrete rappresentare l'Italia presso il ristorante Tutto Italia. Fondamentale la perfetta conoscenza dell'inglese ed un'età compresa fra i 18 e i 30 anni per l'ottenimento del visto di lavoro negli USA

> TUTTO ITALIA RESTAURANT > SEDE: FLORIDA

SOLVAY PROGETTAZIONE E SVILUPPO
Ingegneri chimici
Ricerchiamo neo-laureati o ingegneri con meno di due anni di esperienza per seguire le attività di sviluppo dei prodotti e degli impianti, realizzare simulazioni di processo e contribuire al miglioramento delle prestazioni delle installazioni esistenti

> SOLVAY ITALIA > SEDE: ITALIA

MARKETING&FUND RAISING
Coordinatore direct marketing
La risorsa, laureata e con almeno 3 anni di esperienza, dovrà realizzare i piani di Direct Mailing, house e prospect mailing, coordinando il lavoro delle agenzie consulenti. Il Coordinatore risponde direttamente al Direttore Generale e si interfaccia con le diverse aree aziendali

> FONDAZIONE L'ALBERO DELLA VITA > SEDE: CHIASSO

[inizio]

Highlight in home page and spinning logo

- The job post is further emphasized in the Jobonline's home page (general spin) for one week.
- The logo, linked to the company profile, is highlighted in general spin in the jobonline's home page and in the job channel home page during the whole period of the campaign (usually 60 days).

Jobonline Lavoro Master Concorsi Newsletter Magazine Candidati Aziende

categoria professionale area geografica livello professionale ricerca testuale **cerca lavoro**

Focus **Top Jobs** **Sponsor**

Tutte le offerte **ThorUS** Impiegato/a Contabile Addetto Alla Contabilità Generale Horus Informatica Arezzo-Milano, Lombardia

Ultimi annunci **Construction Supervisor (uomo/donna)** RENATE LEHNER GMBH Area Milano, Lombardia

Primo impiego **Programmatore Senior Php per Azienda Fotovoltaica** NEW ITALIA Prato, Toscana

Profili delle aziende **Agenzie e Agenti** Sorigen S.p.A. Italia

Penta Coordinatore tecnico di Commissione Penta Consulenze Friuli Venezia Giulia

Human Resources Manager (uomo/donna) RENATE LEHNER GMBH Area Milano, Lombardia

Diventa Dialogatore con Greenpeace Greenpeace Roma, Milano, Torino, Bologna, Italia

Ricerca azienda

Nome azienda: **CERCA**

Ricerca alfabetica: A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Z

I nostri partner

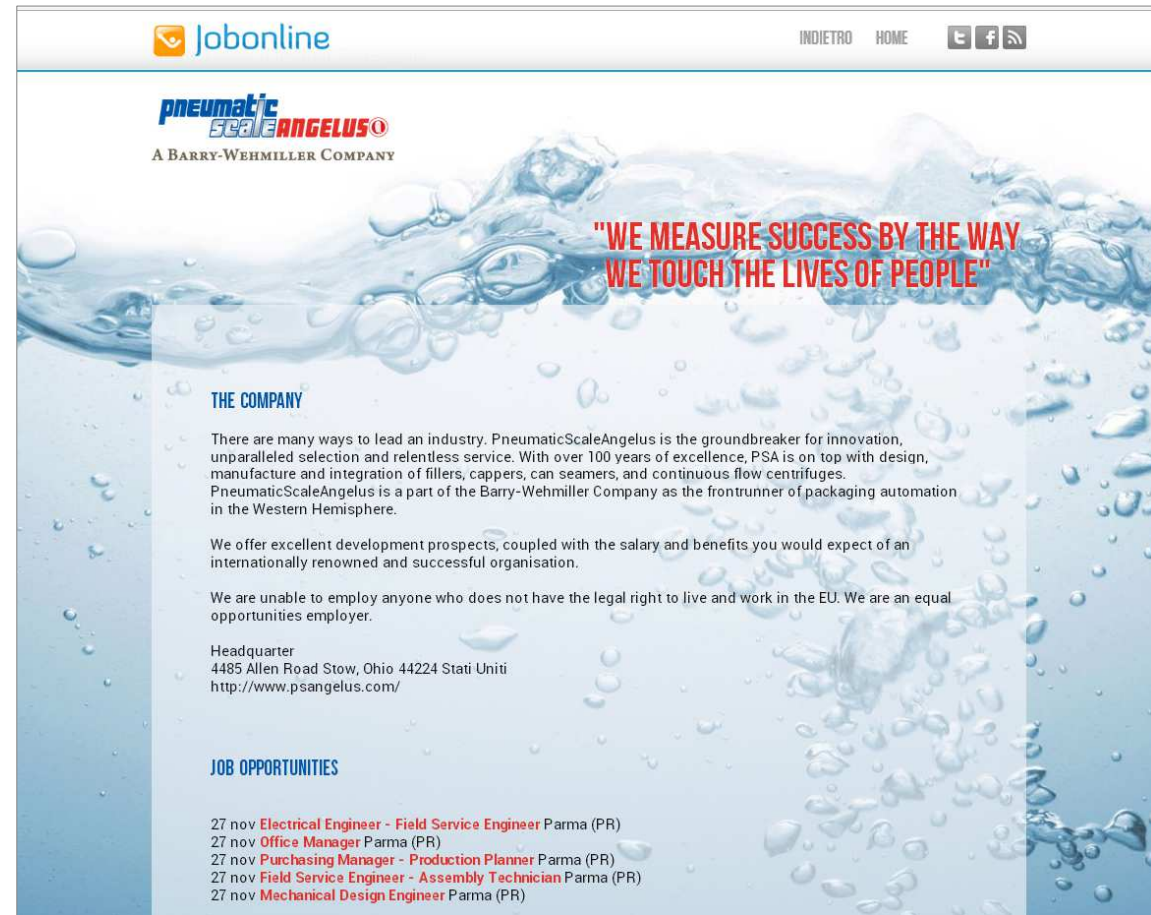
KEYENCE **X T** **DEDAGROUP**

Master in Comunicazione Ambientale
Giornalismo - Divulgazione - Green Economy
www.centrostudi.it
Le newsletter sul lavoro con oltre 165 mila iscritti.
iscripta la tua e-mail

Employer Branding

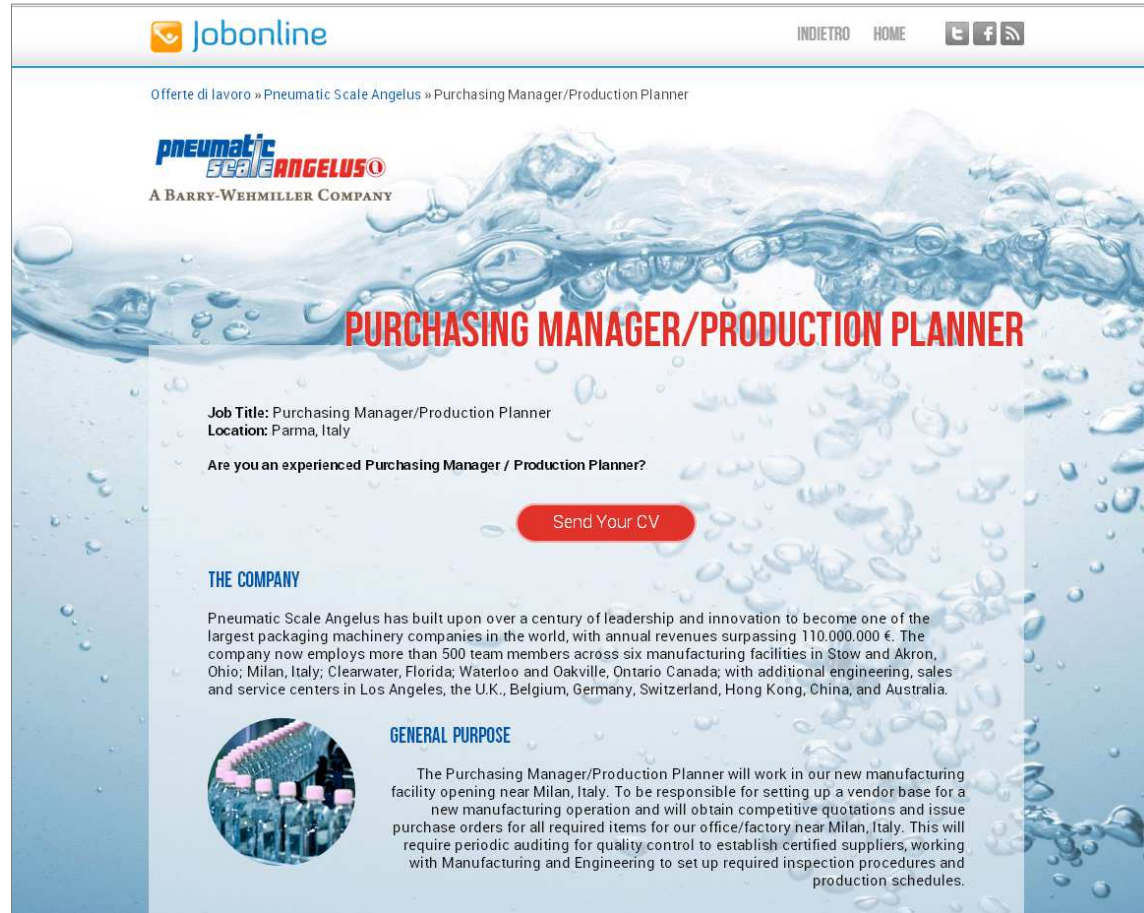
- Jobonline offers services for employer branding, aimed at creating a corporate image consistent with the company's identity, in line with the target audience and distinct from competitors, through which attract and retain **talented people**.

*landing page and
company profile*



Premium Job posting

- The standard job post is enriched with a taylor made graphic design, company logo in general spin in Jobonline's home page during the first week after publication and the highlight (logo+link) in the weekly newsletter "Lavoro e Professioni".
- These tools highlight the company brand and allow to collect the best candidates quickly and effectively.
- Jobonline is the only player giving you the chance to publish, without additional fees, in an unlimited number of regions in Italy and abroad.



Jobonline

INDIETRO HOME

Offerte di lavoro » Pneumatic Scale Angelus » Purchasing Manager/Production Planner

pneumatic SCALE ANGELUS
A BARRY-WEHMILLER COMPANY

PURCHASING MANAGER/PRODUCTION PLANNER

Job Title: Purchasing Manager/Production Planner
Location: Parma, Italy

Are you an experienced Purchasing Manager / Production Planner?

[Send Your CV](#)

THE COMPANY

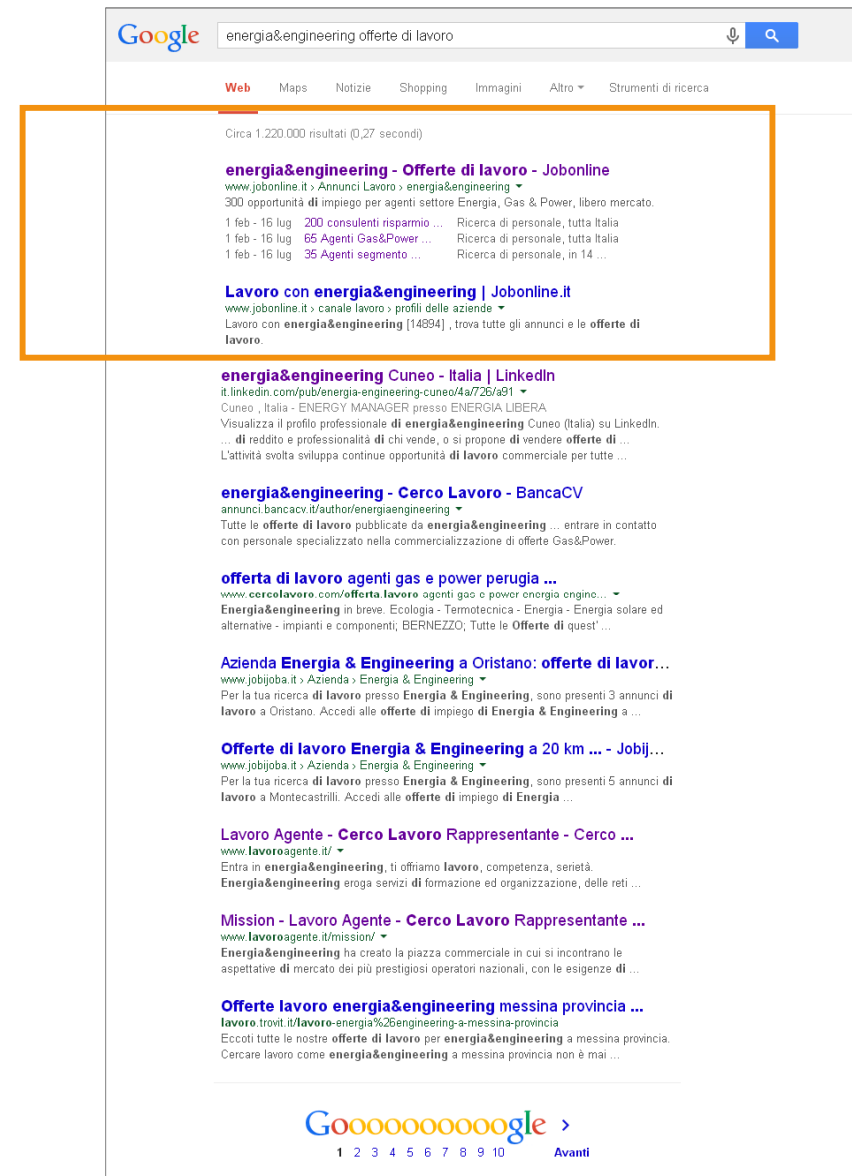
Pneumatic Scale Angelus has built upon over a century of leadership and innovation to become one of the largest packaging machinery companies in the world, with annual revenues surpassing 110.000.000 €. The company now employs more than 500 team members across six manufacturing facilities in Stow and Akron, Ohio; Milan, Italy; Clearwater, Florida; Waterloo and Oakville, Ontario Canada; with additional engineering, sales and service centers in Los Angeles, the U.K., Belgium, Germany, Switzerland, Hong Kong, China, and Australia.

GENERAL PURPOSE

The Purchasing Manager/Production Planner will work in our new manufacturing facility opening near Milan, Italy. To be responsible for setting up a vendor base for a new manufacturing operation and will obtain competitive quotations and issue purchase orders for all required items for our office/factory near Milan, Italy. This will require periodic auditing for quality control to establish certified suppliers, working with Manufacturing and Engineering to set up required inspection procedures and production schedules.

SEO view

- Jobonline care employer branding campaigns in **SEO view**. They used advanced techniques of semantic indexing content-based microformats (**standard HTML 5 Microdata**), which provide a great advantage in the placement of ads in the major search engines.
- Microformats improve the ranking in the search engine results page, and help to enrich the description with additional information (rich snippets), with **positive benefits for both the corporate brand and for the SEO of the corporate website**.



Header newsletter

- The sponsorship of the newsletter ensure a direct and effective communication with a community of 190.000 people and a significant and prompt collection of CV's.
- The header is an advertising space with visual (590x200 pixel) and copy (800 characters) and can be linked to the company profile or company web site.



GENERALI
INA Assitalia

FIRENZE - CONSULENTI ASSICURATIVI PER LA CITTÀ E LA PROVINCIA
COLLEFERRO (RM) - CONSULENTE ASSICURATIVO PREVIDENZIALE
PISA - CONSULENTE COMMERCIALE
CHIAVARI (GE) - CANDIDATI PER UNA CARRIERA MANAGERIALE
CERVIA E RAVENNA - CONSULENTE ASSICURATIVO
MANERBIO (BS) - CINQUE CONSULENTI ASSICURATIVI A TEMPO INDETERMINATO
SEGRATE (MI) - RISORSE DA INSERIRE NELLA NUOVA REALTÀ DEL GRUPPO
GENERALI ITALIA - DIVISIONE INA ASSITALIA



XL rectangle e XXL rectangle in newsletter

- Banner placed in a central position in the newsletter, linked to the company profile or to a specific job ad.



 **SAMARCANDA®**

**Samarcanda assume animatori
per la stagione 2013**

Destinazioni

Le migliori strutture turistiche italiane e nel Mondo

Contratto

Assunzione a tempo determinato, contratti di 3-6-9 mesi

Invia la tua candidatura!

offerte di lavoro

Venezia > [Revisore Contabile/Finance Controller](#) > Generazione Vincente

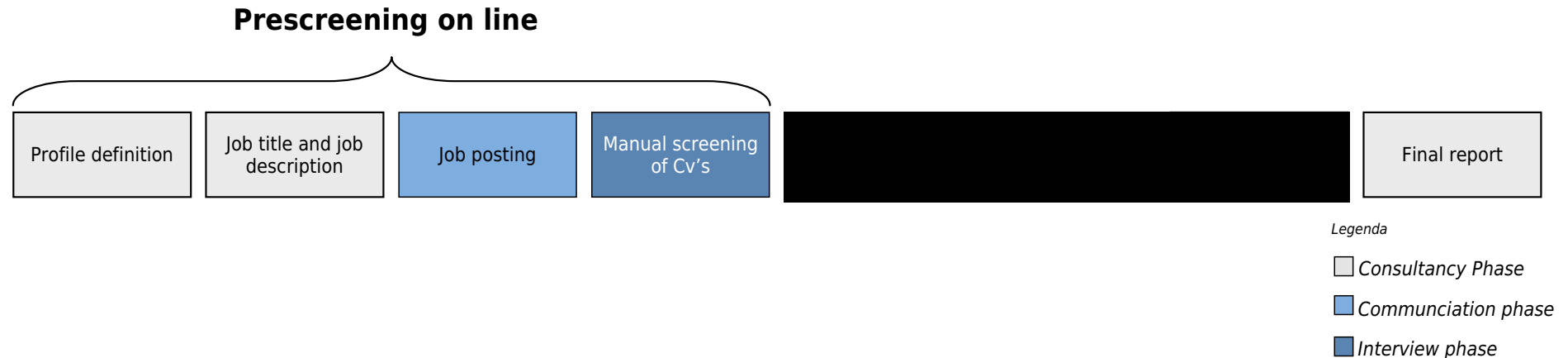
Leaderboard

- The Leaderboard offers the best coverage of the site. It is displayed at the top of 70% of Jobonline pages and guarantees a top visibility to your message (728x90 pixel UAP).
- The format is the mostly used to vehiculate a message with high information's content.
- It is in general rotation and can be linked to the company web site or to the company profile published in Jobonline.
- It can hold a GIF, PNG, JPG, a Flash or a HTML format.

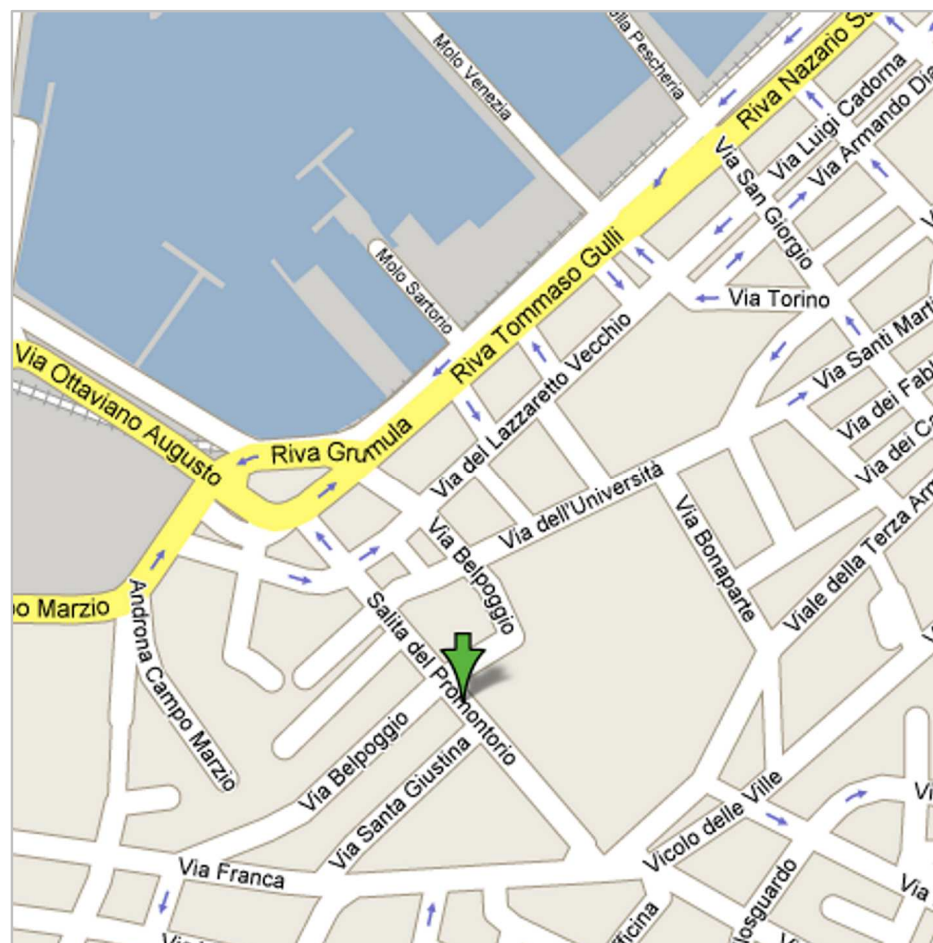


Prescreening on line

- The prescreening on line is a service designed for Companies willing to reduce the time, the cost and the effort of the first phase of selection, The Jobonline's consultants, divided by functional area, have a broad experience in selecting middle and top managers. This service allowed the Company to focus only on the final phase of the selection process.
- The pre-screening on line (based on the received CV's) lasts from 45 to 90 days and the output is a short list of candidates in line with the desired profile.



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