

Market

Posao.ba is the first and the leading Internet portal in Bosnia and Herzegovina for employment. When it was started in 2003, the labour market in Bosnia and Herzegovina was marked with a large unemployment rate, the lack of quality staff, and the number of Internet users in Bosnia and Herzegovina was estimated to five percent. Posao.ba brought a new approach to solving these problems, speed and efficiency in employment, contemporary tools and innovative solutions. On the global labour market Internet-based employment offices have already taken dominance in advertising jobs and search for staff. For people who are looking for work, they have become the constituent part of development of their careers, and for employers the ideal solution, because they have incorporated offer and the demand in the same place.

Major changes are taking part today, even on the labour market in Bosnia and Herzegovina. The employers are turning to the modern approach of managing people's potentials, which Posao.ba is promoting continually through their work, staff is being educated, and knowledge is becoming the basic advantage in competition.

To be an attractive employer, to offer the best compensational package, to employ the best people and to educate employees are of key importance today for every company. More and more employers from Bosnia and Herzegovina are accepting and implementing that.

The number of Internet users is increasing with time and according to latest data from July 2009 – 35 percent of Bosnian citizens use the Internet.

Even though Posao.ba uses various channels and media to inform about the offer and demand those who do not have access to the Internet, the labour market in Bosnia and Herzegovina depends mostly on this web page as the fastest and most efficient way of employment.

Achievements

According to research results of GfK Bosnia and Herzegovina, a part of the GfK Group, the fourth market



research company in the world, Posao.ba is the third most visited web sites in Bosnia and Herzegovina.

Regional cooperation with Mojposao.net (Croatia) and Infostud.com (Serbia) has been established, as well as partnership cooperation with one of the largest global media groups, the Daily Mail and General Trust.

Marketing experts have awarded us the prestigious Superbrands recognition in 2008.

In 2007, Posao.ba became a partner (having equal rights) of the EMEA Network Group (www.emejobs.com), the largest and the most well known world group with fourteen best Internet sites and a portals for employment from Europe, Middle East and Africa.

In the first choice for the best web sites in Bosnia and Herzegovina organised by the "Aprion komunikacije" agency, Posao.ba won the WebAward, the Me award in the Social Community category and the award GRAND prix WebAward for the best web site in Bosnia and Herzegovina in 2009.

The number of registered users has exceeded 125,000 (companies and jobseekers). Over 1,000 jobs are advertised on the web site every day.

History

In 2003, a group of young IT engineers and designers initiated Posao.ba with the intention of connecting the labour market of Bosnia and Herzegovina with modern global developments. Their vision was to help companies obtain quality staff, to participate in solving the unemployment problem, one of the biggest problems of the society of Bosnia and Herzegovina, and to get the

Internet closer to people and companies as a place where everyday life issues are solved, a place for business and promotion.

Posao.ba was conceived as a place where employers and people looking for a job meet through different tools which make advertising job posts, search for work and job applications easier.

Over time, new, young and creative individuals joined the Posao.ba team.

In 2005 an agency for supporting companies in the choice and selection of candidates was founded, whose services are used by some of the most successful companies of the world and by Bosnia and Herzegovina. In 2006 the website was re-designed, new services and tools were created, and companies were given the opportunity to be singled out as eligible employers through separate advertisements. These advertisements also made the promotion of their products and services possible, so Posao.ba became both a place for promotion and employment.

The site started to work more intensively on various research involving the labour market, publish various stories, reports and interviews with HR managers and business news, so the portal is updated daily with contents which are interesting to employers, HR managers, marketing managers and everyone who is interested in business, especially in the labour market. At the end of 2006 a new and free Posao.ba magazine started being issued and was distributed throughout Bosnia and Herzegovina, and through which a large part of the population who do not use the Internet became

aware of this service. The Posao.ba magazine contained a large number of expert stories on managing human resources and job advertisements.

After that, the Posao.ba team focused on creating new services and products, cooperating with

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other media and especially with user support, and in that way became recognisable throughout Bosnia and Herzegovina and abroad. In 2008 Posao.ba registered visits from 118 different countries of the world.

Products

Besides the most visited Internet portal under the name of Posao.ba, a magazine started being issued with the topic of managing human resources; a Posao.ba TV show and a Posao.ba radio show were started as well.

The Posao.ba TV show was broadcast from two television stations in Bosnia and Herzegovina, in two time blocks, and besides the current job advertisements, it also brought us stories about companies, interviews with managers and current issues from the labour market. The show had an incredible response of the audience, and it enabled additional promotion for employers. The Posao.ba radio show is broadcast from 13 partner radio stations which cover nearly the whole area of Bosnia and Herzegovina. The diverse contents and dynamics and job advertisements represent its main characteristics and attract a large number of listeners.

In addition to the new tools which make the job search for the users easier, among which are the e-information with the latest job offers, WAP services, the first vista gadget of Bosnia and Herzegovina etc, companies got new possibilities of promotion. One of them is the video advertisement for employment, the first of the kind in Bosnia and Herzegovina. By creating this service, the Posao.ba team, encouraged by new trends on the Internet, enabled companies to present themselves to potential employees also in this way, so that they can become acquainted with the jobs they are applying for as much as possible. It also enabled companies to attract the best candidates. In this way job searchers are introduced to various occupations, how a work-day at a certain job looks like, which duties and responsibilities the job carries, and if that workplace corresponds to their skills, qualifications and affinities.

One of the most important projects initiated by Posao.ba is the Jobs and Professions Fair called "Posaofest" which has been held two years in a row. The first PosaoFest with the motto "Revolution in employment" was held in May 2008, and the second with the motto "Crisis hits, Posaofest strikes back" in April 2009. The fact that people who are looking for work can turn directly to the employer, in other words, to the people from human resources or managers and owners of companies, and talk to them about employment, is very significant for Posaofest. A large number of professional workshops, presentations, diverse and amusing contents, the organisation and technical support at the fair attracted 70 companies and over 25,000 visitors. The most important part to point out is that employment process of this kind has proven itself to be very efficient because a large number of people met their future employer at that particular fair.

Recent Developments

The Posao.ba team works continually on new solutions so that it can always offer its users something original, interesting and useful, always following the modern global trends.

At the beginning of 2007, a call centre for customer support and service users was founded, and its advisers are always ready to help both employers and employees to use Posao.ba services. Posao.ba, with its info stands, travels round all the towns in Bosnia and Herzegovina and gathers biographies of people looking for work, handing out promotional materials with job

Centralno
mjesto
tržišta rada.



Posao.ba
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advertisements. The first conference on human resources under the organisation of the Posao.ba portal was held as well. The year was marked with a few more new significant projects like the Posao.ba TV show and the Posao.ba radio show.

In 2008, the first Jobs and Professions Fair called PosaoFest was held, and recognitions for the most desirable employer, according to the choice of the visitors of the portal Posao.ba, were awarded.

The employers are given the opportunity to present themselves separately on the portal through the Employers' Club, where they get the chance to put up information about the company, video contents and photographs, in short, the employers get their own Internet presentation the on Posao.ba web site.

The same year Posao.ba engaged itself in projects which help the community and contribute to the development of the society of Bosnia and Herzegovina through media support and sponsorships. By cooperating with the media and through promotional activities, the position of the brand was affirmed on the market even better, and Posao.ba became a synonym for employment. These activities continued in 2009.

In April 2009 Posao.ba organised the second PosaoFest, and in November a HR Conference which had more than 130 participants – successful business people, HR managers and owners of companies from Bosnia and Herzegovina and the region.

One of the projects started by Posao.ba in 2009 is the Edukacija.ba portal, which is now in its final phase. This web site will promote formal and non-formal educational programs and help users to faster

and easier gather information about possibilities of education. The web site will offer information about educational programmes, from graduate and post-graduate programmes, scholarships, to courses, trainings, seminars etc.

Promotion

The thing that contributed to the recognisability of the Posao.ba brand, besides constant direct communication with the users, is the cooperation with the media.

Research, which is done by Posao.ba, the team activities and labour market analyses, are accessible to the media through regular press conferences and the Posao.ba Press centre. Other than television and radio stations, daily newspapers and magazines, Posao.ba also cooperates with over 30 web sites which display the newest job offers.

Regardless of the way Posao.ba turns to the public and its users, it always makes an effort to make the communication interactive and bilateral, which is of mutual advantage.

Brand Values

Constant support and care of the client, innovative solutions, originality and creativity are the biggest values



of Posao.ba. By promoting modern approaches to HRM, Posao.ba contributes to the advancement of the labour market in Bosnia and Herzegovina and develops the awareness of the employers and employees about the importance of human potential for companies. The recognisability of the brand among the people of all profiles, the number of its users and the number of the people employed through this service show how significant Posao.ba has become for the people who are searching for a job. Meanwhile, the basic message is: "Find your life's vocation, not just a job!"

www.posao.ba

THINGS YOU DIDN'T KNOW ABOUT...

Posao.ba

- The Internet portal Posao.ba registers around half a million unique users yearly.
- Posao.ba is a member of the EMEA Network Group (www.emejobs.com) – the largest and most well known world group of Internet sites and portals for employment from Europe, Middle East and Africa.
- Besides the Internet portal, Posao.ba has a radio show about employment, and cooperates with over 30 other web sites.
- Advertisement for vacancies at Posao.ba lasts up to 30 days and are accessible 24 hours a day.
- Eighty percent of advertisements published on Posao.ba result in the employment of a certain portal user.
- All the services at Posao.ba are free for employees.