

MojPosao

Market

According to research conducted by MediaPULS in 2008, it is noted that 40% of the population in Croatia uses the internet, which has proven to be ideal for increasing the flow and accessibility when it comes to employment. MojPosao, from the very beginning, sticks out as the leading recruitment website on the Croatian market with over 90% margin of active job seekers on the Internet (Source: MediaPULS, 2008). MojPosao operates on a specific market; it targets those who seek employment through the Internet - and on this market, MojPosao holds a position as a recognizable and leading brand. This status is generally achieved by high quality standards and good service it offers employers seeking employees over their website and vice versa. Since the year 2000, when the website was first launched, MojPosao has formed the market of on-line recruitment as a pioneer in the business; at a time when the market was still mostly oriented to printed media.

Over the past 8 years, MojPosao has shifted a great amount of job advertisement onto the internet, and by broadening its focus on following the employment trends as well as conducting constant market research, it has secured its position as a leading brand on the market. Besides holding the leading position in the area of internet recruitment, MojPosao is also one of the ten most visited sites on the internet in Croatia, which is a proof of its success, especially when one takes into consideration its narrow area of business and the immense amount of sites present on the internet in general.

Achievements

Over 20,000 companies use MojPosao as the main or only recruitment channel, while the site registers over 255,000 users of which almost 100,000 have submitted their CVs to MojPosao database. MojPosao, with its numerous daily visitors and almost 3,000 job offers at any time, respectfully and undeniably represents the central point of Croatian job market. MojPosao has received numerous awards and acknowledgement since its establishment, and was proclaimed the best site by PC Chip magazine



and earned first position on the VIDI Web Surf Awards in the category of Finance and Job. In 2002 it received an award from The Prime Minister on the VIDI Web Top 100 competition in the category of Internet Sales. In 2004 it was listed as one of Bug's HR Top 25 Web, and in 2005 it received the award for Best Website in the VIDI Web Top 100 awards in the category of Media and News.

History

MojPosao was launched in 2000 as a hobby project, without too many expectations from its creator, Nenad Bakić. In the beginning, MojPosao was a model on which a financial site was to be developed. This site was intended to monitor financial market, but it soon became evident that the true potential lays in a recruitment website. Seeing this, MojPosao decided to completely focus on this segment of the market, which turned out to be an excellent decision.

MojPosao is recognized as the centre point for employment on the market in Croatia, which is easy to see by the fact that leading companies choose MojPosao as a means to attain new employees. Companies that used MojPosao from the start were greatly motivated to find the best possible employees for the position they were opening, which in a short amount of time led to the gathering of a significant segment in job offer and demand. In the beginning, clients could advertise vacancies for free, but after 3 years MojPosao formed a Client Relations Department, which actively started to address companies and their needs, which, in tune with this, led to a greater offer of services - all of which proved to be a key turning point for the company.

In March 2007, MojPosao became a part of one of the world's leading European companies in the media business - Daily Mail and General Trust Group, which, through its regional division Northcliffe Media Limited and its subsidiary Lapcom kft, in Hungary, bought a strategic share of the company Tau on-line Ltd., which is the owner of MojPosao website. Further on, in September 2007, MojPosao broadened its service and influence to regional but also global level as well. It joined The Network affiliation - the largest global online recruitment network which adjoins recruitment sites in 59

countries of the world, and has recently signed contracts with Posao.ba - leading recruitment website in Bosnia and Herzegovina and Infostud - leading Serbian recruitment website. In 2008, Daily Mail and General Trust (DMGT), through its subsidiary Lapcom kft, attained 100 percent ownership of Tau on-line Ltd.

Product

On MojPosao employers can: announce open job positions on a daily basis; search through its database of almost 100,000 submitted CVs; present their company on the market by creating their own profile; let the MojPosao team deal with potential employee acquisition and preliminary selection and use advanced services such as psychological evaluation and expert opinion in human resources, which MojPosao offers in collaboration with other companies. On the website, employers can announce opening job positions using video clips of up to 90 sec., while at the same time showing which job positions they are offering on the homepage. Moreover, employers can

Gdje možete pronaći sve najbolje (hrvatske) brandove?

www.MojPosao.net

MojPosao services are used by over 20,000 companies.

Reach to 93% of active job seekers must be a good reason!

Find the best employees in Croatia:

www.MojPosao.net
The leading Croatian job site

post job positions in one or more of the 16 separate job categories.

Furthermore, MojPosao offers services which enable employers to achieve maximum reach to potential employees - all through different media. The range is further increased through the cooperation with general, specialized and regional websites and also radio stations which broadcast MojPosao job advertisements.

MojPosao also conducts constant research through which it monitors and keeps track of the job market in Croatia. Some of the researches conducted annually show statistics such as the following: Salaries, First choice employers, Best employers and many other interesting facts about jobs and employment (Reasons for employment termination, The black market, Age discrimination in employment, Job satisfaction, etc.).

Recent Developments

MojPosao is continually working on upgrading its services and expanding its business. In accordance to this, a number of projects have been put into progress, which goal is to make a connection between an employer and an employee, and offer up-to-date information. MojPosao also launched the project Career Day - a fair-like convention which provides an excellent opportunity for those seeking jobs to directly contact the leading Croatian companies searching for employees. They also published their book called "Careers - I want a (better) job!" - the book offers a list of useful advice for job seekers, such as: how to write a résumé and/or an application letter; how to behave at an interview and other useful information.

MojPosao also launched MojaKrižaljka@ (MyBookstore) project, which offers fast and easy on-line book purchasing; EduCentar, a website specialized in educational content and MojPrviPosao, a website which offers part-time jobs, student jobs and trainee positions. MojPosao has improved its services with the extension site Ljudevit, which enables employers to receive and collect job applications and quickly find the best candidate using various criteria. Furthermore, by launching "The Certificate Employer Partner" awards, received by companies with excellent human resource management, MojPosao is raising the standard in the area of human resources in Croatia.

Besides these services offered to employers, MojPosao is currently upgrading the services it offers to job seekers by organizing expert workshops about the employment market and by offering advice about employment on their website. MojPosao also provides job seekers with professional jurist advice concerning The Labour Law and Rights.



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Generalni pokrovitelj
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Promotion

MojPosao conducts its business by addressing its two main target groups - employers who advertise job positions through the website, and job seekers looking for employment in the same way. MojPosao approaches employers through direct contact, either over the telephone or by personal contact; and furthermore via promotional material such as brochures, ads on the internet and printed media, and by sponsoring and endorsing professional conferences which cover subjects on human resource management.

On the other hand, MojPosao presents its services to those seeking employment through the Internet, with the help and collaboration of other websites. These cooperating sites expand their services by including MojPosao advertisements for job positions. The website also extends its range by using printed media and radio stations which broadcast a brief show called "MojPosao Top 10" informing listeners about job advertisements on the website.

Along with this kind of promotion, MojPosao informs its users through monthly newsletters for employers and job seekers, then by sending them a Daily Overview of the employment market and by sending Daily journalist newsletter. The information on MojPosao job offer can also be received via SMS.

Brand Values

MojPosao based its business on offering the highest quality service to its clients while ensuring they get the exact information they need. Companies that advertise their job offer through MojPosao communicate with experienced consultants who are always ready to secure optimal positioning on the website with their advice and suggestions, therefore providing

clients with good feedback, and in that way making it easier for them to find competent and qualified employees.

MojPosao is always willing to help its website visitors and users - so if necessary, a person can receive additional service by using the assistance MojPosao offers around using their website and the help they offer while submitting their CV to the employer of their choice. It is for this precise reason that MojPosao authorizes all its advertisements beforehand, while undefined and incomplete submissions are denied.

It is important to mention that MojPosao, through excessive research concerning employment market trends and job positions, has become a main information source to media which have recognized the website as a relevant source of information concerning human resources and labour market. In 2008, MojPosao launched its specialized online free magazine called "MojPosao Magazine" which offers advice on various subjects concerning labour market and employment and also brings many interesting details from the business world.

www.MojPosao.net



THINGS YOU DIDN'T KNOW ABOUT...

MojPosao

- From 2000 to 2008, over 100,000 job positions were advertised on MojPosao, of which approximately 80,000 were fulfilled.
- MojPosao makes the top 10 list of recruitment websites in the world (not in the English speaking world) - (Source: the leading independent source www.TopJobSites.com).
- MojPosao encourages the employment of handicapped people and equality when it comes to employment. Encouraging the employment of handicapped individuals is done by accentuating the advertisements that invite them to apply for job positions in a fair and equal way. There is an award for the Handicapped People's Employer of the Year initiated by MojPosao.

