

Online Video is Changing the European Job Market

Vicancy and Eurojobs.com join forces to improve international recruitment using video

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SUMMARY

The way companies advertise their job postings is changing. Online video is the future. Vicancy has signed a partnership with Eurojobs.com, the largest pan-European job site. That makes Eurojobs the first international job board to offer video in their services.

Over the past years, there have been major disruptions in the recruitment industry due to the advent of social media recruiting and new software tools. One aspect of the recruiting process has not changed at all: the job description. Marketers realised long-ago that video is far more memorable and emotionally engaging. [If a picture is worth 1,000 words, then online video is worth 1.8 million.](#)

Video Job Ads

Companies are looking for better ways to engage top talent. According to The Guardian, [online video is the future](#). That's why Vicancy and Eurojobs have joined forces. Instead of using just plain text for their job descriptions, clients of Eurojobs.com can now use Vicancy's video job ads to stand out and recruit better candidates. Users can independently manage/edit their video job ads via their own accounts and publish them in any language and in any country in Europe. Eurojobs is the first international job board to offer video in their services.

About Vicancy

Vicancy is an innovative and fast growing tech company serving the recruitment industry. They make custom video job advertisements that can be shared online within 24 hours. This helps companies and recruitment agencies improve their branding, target the right audience and convert more suitable candidates. For more information; visit www.vicancy.com.

About Eurojobs.com

Eurojobs.com is a pan-European job board, attracting multilingual candidates from all over Europe (and beyond). They were founded in 1995 as a small international job board. Over the years, more and more companies started using Eurojobs.com for posting jobs and sourcing the best talent across Europe. They attract up to 1 million visitors per month. For more

information; visit www.eurojobs.com.

End of press release

Photo 1 - View of Eurojobs' Account management page

Photo 2 - showing the Vicancy Team together in Utrecht, NL

Video - Example of a video job ad for Eurojobs' client Asics Europe BV

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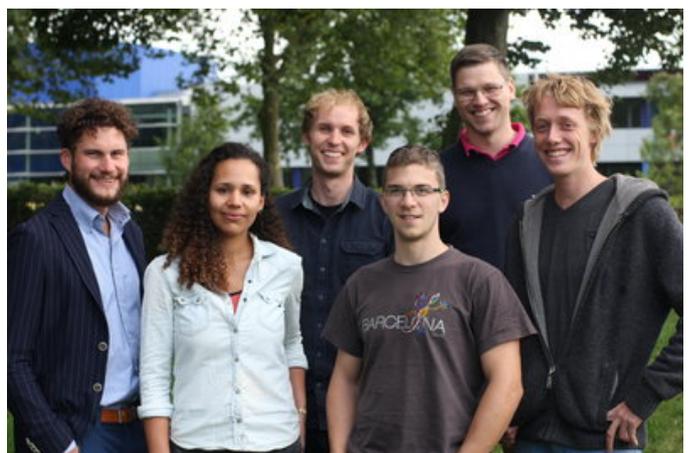
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ABOUT VICANCY

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