

# New job portal Everjobs officially announces launch in Cameroon

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## SUMMARY

*Everjobs, Cameroon's new online job portal, recently started its operations in Douala. During a press conference, Co-founder and Managing Director for Africa Eric Lauer introduced the company officially to the public. Everjobs's mission is to simplify the job search and hiring process by connecting job seekers with employers in a matter of clicks. The website offers helpful tools and intuitive features, such as a CV creation tool, user-friendly site navigation, enhanced search filters, and professional career advice.*

**C**ameroon, 23 April 2015 – [Everjobs](#), Cameroon's new online job portal, recently started its operations in Douala. During a press conference, Co-founder and Managing Director for Africa Eric Lauer introduced the company officially to the public. Everjobs's mission is to simplify the job search and hiring process by connecting job seekers with employers in a matter of clicks. The website offers helpful tools and intuitive features, such as a CV creation tool, user-friendly site navigation, enhanced search filters, and professional career advice.

The platform provides the right match for professionals and employers alike: posts on the website range from small local enterprises to multinational corporations, from entry level roles for graduate students to top level positions. Featuring some of Africa's top employers with over a hundred career opportunities on the platform from day one, Everjobs brings the Cameroonian job market to the fingertips of the job seekers.

Eric Lauer, Co-founder and Managing Director at Everjobs Africa asserts, "We aim to facilitate the growing job market that results from a rapidly growing economy by getting involved with the local communities and understanding their needs. Everjobs wants to create equal opportunities for all Cameroonians and strives to tackle recruitment biases that hinder the scope of diversity within companies."

In Cameroon, the growing market of online job classifieds not only provides an efficient and effective channel for employers to find talented individuals, but it also provides job seekers with the opportunity to explore potential career paths. This will save both employers and job seekers a lot of time. Everjobs gives employers direct access to Cameroon's best talent, including so-called 'repats' - Cameroonians who studied and worked abroad.

“Cameroon is currently experiencing high rates of youth unemployment despite having a highly qualified workforce, and we can see the detrimental effect this has on students we meet everyday. At Everjobs we believe each individual has a unique set of skills and all it takes is the right match for them to succeed. Our mission is to promote transparency in the labor market”, adds Eric Lauer.

## About Everjobs

[Everjobs](#) is a job portal currently operating in Cameroon. Launched in March 2015 and led by co-founder Ronald Schuurs (Global) and Eric Lauer (Africa), Everjobs aims to become the leading job portal in fast growing economies by finding the right match for both, employers and candidates. The company is backed by the Africa Internet Group (AIG).

## About AIG

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa’s startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.



### RELEVANT LINKS

 **Everjobs Cameroon**  
<https://www.everjobs.cm/>

 **Everjobs**  
<https://www.everjobs.com>

 **African Internet Group**  
<http://africainternetgroup.com/>

### IMAGES



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#### ABOUT RCKT. ROCKET COMMUNICATIONS

**RCKT. is a full service communications agency from Berlin.**

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets

We love the Internet and embrace technology

We share our passion and go the extra mile

We always stay calm and humble

We love freedom and allow to be different and brave  
We keep our word and deliver what we promise

**This is the ABC of communication.**

## **Agenda**

“PR is dead”. This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

## **Branding**

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

## **Content**

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

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**RCKT.**

# RCKT. Rocket Communicationspressroom

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## Main website

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