

*How to*

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# **ADVERTISE A JOB FOR FREE**

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**ADVERTISE-A-JOB.com**<sup>TM</sup>  
your ad. our expertise

**The essential (and free!) guide  
to free job advertising.**

# INTRODUCTION

Hello.

Thanks for downloading our eBook.

You think we're crazy, right? Why are we telling you how to advertise a job for free when we're in the business of helping companies like yours recruit, for a fee?

Well, it's relatively simple: advertising your job on a free website can work, but it's not always successful. And when it's not, that's when we can hopefully help with our (added value) services.

So yeah, enjoy this quick guide to advertising your jobs for free. Put it into practice and good luck. (You know where we are if it doesn't work out...)

Happy reading.

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The logo for Job Centre Plus, featuring the text 'jobcentreplus' in white lowercase letters on a purple rectangular background.

jobcentreplus

# JOB CENTER PLUS

It's no secret, but you can easily advertise a job for free on the Government's very own 'job board', the Job Center Plus.

This can work reasonably well for blue-collar vacancies, however, if you're role is technical, it might not be the best home for your vacancy.

Still, it's free job advertising and it's relatively easy to post a job online, so it's well worth a try.

» For more information, visit: <https://www.gov.uk/advertise-job>

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# GUMTREE

Need to sell a washing machine, let a flat or buy a Nokia 3310? Then Gumtree is the place to go. However, not everyone knows that it can also be used to advertise a job.

Gumtree allow new users to post their first advert for free. So if you need to float a vacancy online to test the response, there's no harm in giving it a whirl.

Unfortunately, Gumtree relies on people searching for your job (rather than a kettle). If they're not looking for your job, then they'll just buy the kettle.\*

» To learn more, visit: <http://www.gumtreeforbusiness.co.uk/jobs/products/>

\* Don't be too disheartened, there are some nice kettles out there.

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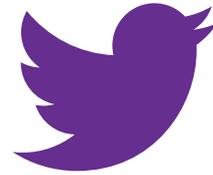
# PUBLIC RELATIONS

If you're company's PR savvy, or you've been in the news recently, PR can be a great way to get the message that you're hiring out to a large audience, and drive traffic to your own careers page, hosted on your website.

Try contacting your local newspaper, and pitching a "local firm to create 25 jobs over the next 12 months" story for their business pages.

Not only will it drive relevant candidates to your website's careers page, but it'll also give your company some decent publicity, so it's a win win.

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# SOCIAL MEDIA

Leveraging Social Media is a great way to fill a vacancy for free.

Twitter, Facebook and LinkedIn can be really powerful platforms to attract candidates, however, it takes real effort to build a community of loyal followers that are willing to share your vacancy, increasing its visibility

Because it takes time to build a meaningful, engaged following social media can be a slow burner, but it's well worth setting some time aside each day to get stuck into.

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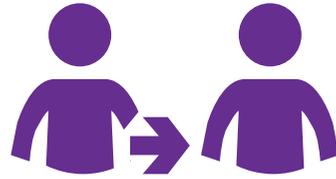


# COMPANY WEBSITE

Just like Social Media and PR, if your website is getting decent traffic, leverage it.

If you haven't already, create a careers page, list your vacancies, and promote them using social media.





# YOUR EMPLOYEES

Yep, one of the best ways to recruit for free is to get your existing employees to refer their friends.

The great thing about referrals is that, effectively, your employees are vouching for the candidate, which hopefully provides a reasonably reliable stamp of approval.

The more niche and specific the role is, the harder it becomes for people to give referrals. Next time you go for a pint and ask your Sales Director, John, if he knows any astronauts, he might say yes, but that's the beer talking.

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Right, so there you have it, our quick, bite-sized guide to advertising a job for free.

There's no silver bullets, but if budget's a factor and you have the time, there's few solid options that are well worth a try.

To learn more about Advertise a Job visit: [www.advertise-a-job.com](http://www.advertise-a-job.com)

Get a professionally written job advert, optimised for online use, and posted across the UK's leading job boards.

## **Advertise a Job**

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