

Platforms to Recruitment the Finance Officer Role

Platform	Reach	Cost	Pros/Cons
Ad Warrior	Many different job platforms Premium/featured/ sponsored on a lot of the major platforms	£260 + VAT or £310 +VAT if it includes indeed This is for the advert to be live for 28 days	Promotes on most of the major job platforms Total, Reed, Monster etc plus lots of others according to location/sector. The additional cost includes promotion on Indeed.
Linked in	Professionals	Free or sponsor ads to be more visible (set budget per day)	May directly target professionals, Promoted to people who fit the criteria (if sponsored) Struggling to find more information about pricing. Can post for free then pay to boost it.
Indeed - CV database	Search for appropriate CV's by skill and location	14 day free trial then £100/month	Worth trying the free trial at the time of recruitment. We can search for and approach people (up to 20 on the trial I believe) who may not otherwise be actively looking for a new job Requested more information but not heard back yet.
Indeed jobs posting	Largest single platform	Free or, sponsor ads to be more visible (set budget per day)	Familiar to many people, a go to. Has a large reach. Will only reach people actively looking for a job.

NALC – Standard	People in the sector/interested in Local Council jobs	£125 + Vat non members £100 + VAT members	Website post, and one social media post.
NALC – Premium	People in the sector/interested in Local Council Jobs	£375+ vat Non members £300+VAT Members	Website post, one social media post and one entry in the weekly digital marketing email (reach 8500)
Local Gov Jobs site	Employees within the sector	£750 per advert	No guarantee it will reach the right person. Very expensive People it does reach will be specifically looking for local government roles.
Facebook	South Devon Jobs page		There may be some merit to posting a link to the advert on Facebook groups such as this as well as advertising the job on Saltash and local pages. Worth Spending some time looking at other Organisations who may share a jobs post for you.
Total Jobs		£169 (£89 for new customer)	As with any other jobs board. This depends on the right candidate looking at the right time.
Other jobs pages		Similar costs to the above	Again only find the candidate who is looking at the time.

End of Report