

Making the Case for Jobcasting



How podcasting your jobs can build your employment brand and take your recruiting to the next level.

www.jobsinpods.com

INTRODUCTION

Jobcasting is the process of podcasting your job openings and marketing your employment brand.

With the spread of iPods growing by leaps and bounds, **podcasting is becoming an effective tool** to reach the next generation of job seekers – the iPod Generation.

Companies such as Microsoft, Accenture and Price Waterhouse have already discovered that podcasting can be an effective recruiting tool for reaching high quality **passive candidates**.

Podcasts are simple audio files that can be listened to online or downloaded to a computer or **iPod**. Users can also “subscribe” to them via RSS feeds using feed readers like **MyYahoo**. This means they can hear them without visiting the website of origin. Another great benefit is that they are “on demand” and can be listened to at the user’s discretion.

PODCASTING TRENDS

The adoption of podcasts is growing exponentially. Here are some facts and figures that we’ve gathered on this new medium.

- Forrester Research has suggested that by the end of the decade, **12 million people** will be listening to podcasts as part of their media diet. And this figure was announced before Apple introduced podcasts to iTunes.
- Podcast listenership is **doubling every 3-4 months**.
- ITG Group says almost 60 million people will listen to podcasts by 2010.
- Apple shipped more than **21 million iPods** during the last quarter of 2006. Over 88 million shipped in the first 5 years of the product.
- 3 out of 4 college students own an iPod.

Suffice to say, Podcasting is becoming mainstream.

MARKETING YOUR EMPLOYER

All the experts agree that companies need to become more creative with their recruiting methods. Many employers have a hard time marketing themselves.

Therefore they need to think of **recruiting as marketing** and develop plans to raise awareness of their company in the job market. Thinking strategically will be the key since job seekers will have a myriad of companies to choose from. Those employers that **stand out** will have an edge in the war for talent.

Most recruiters and Human Resource professionals have traditionally relied on the newspapers or job boards to advertise their openings. But these tools offer only snapshots of a job.

What if you could let prospective candidates hear your employees actually speak about the job?

What if you could bring your jobs to life?

Well, now you can with JobsinPods.com.

JobsinPods.com is not your typical job board. It's a **strategic marketing tool** for employers looking to recruit the next generation of job seekers.

“Candidates are dying for real information and real ways to connect to potential employers...”

-Shannon Seery, Exceler8ion.com

We conduct over the phone interviews with your HR staff or other employees and publish them as a podcast.

During each interview we ask probing questions on your work environment, company culture, benefits and more. You'll tell us what kind of jobs you're currently hiring for and how to apply. Then we **publish the interview** on JobsinPods.com and broadcast it to the places where iPod people go...iTunes, Podcast Alley & other podcast sites including our [YouTube channel](#).

We'll also set up a feed for you so you can display the podcasts directly from your own web site using an easy to use plug-in.



Get this widget!

Remember, **Recruiting is Marketing**. Podcasting your jobs is a **marketing tool** that every employer can and should be doing.

We do all the heavy lifting. There's no software to learn, no web site to remember, no technical knowledge needed. All you have to do is pick up the phone and answer our questions. Passive job seekers will then discover your jobcast on your site or ours, on search engines or among dozens of other podcast directories on the web.

[View a sample script](#) (pdf)

WHAT THE EXPERTS ARE SAYING

Here's what some influential leaders in the recruiting landscape say about jobcasting.

» **Peter Weddle:**

*The use of RSS (Really Simple Syndication) and **podcasting** to access content will grow dramatically among all cohorts of the workforce. As a result, job boards, employers and staffing firms will extend the reach of their online advertising by **transmitting specified job postings** to individual candidates via their personal digital assistant (e.g., MP3 player, iPod). This enhanced portability will take recruitment advertising beyond just-in-time to all-of-the-time. It will make the right recruitment messages available to talent wherever and whenever they want to see them.*

» **AIRS:**

You may have noticed more recruiting websites featuring podcasts. Podcasts are online audio presentations that can be downloaded from the Internet onto an iPod, MP3 player—or even a computer, provided you have the software, which can be downloaded for free.

What makes podcasting an attractive recruiting tool? The format offers a way to get candidates to listen to what organizations have to say. A picture may be worth a thousand words, but nothing speaks like a human voice.

Portability and flexibility are also factors. Because podcasts can be downloaded to portable, lightweight devices, the technology provides an opportunity to reach an audience at their convenience—which means they'll be more inclined to really listen.

Podcasts are particularly appealing to younger candidates. Perhaps it's not surprising then that recruiting sites aimed at this audience have been among the first to add podcasts.

» **David Kippen, TMP:**

...ever thought about jobcasting? Okay, so maybe I'm in love with the name, but think about it for a moment. We all know (or most of us do,

at least), that employment branding 2.0 is on the way...What if you could put a podcast—call it a jobcast...

You'd talk about the job, talk about the kind of person you're looking for—and most importantly, (with coaching and maybe scripting from HR) you'd talk about yourself, your team, your work environment, maybe your location, maybe even the view from the cubicle your prospect would sit in. Oh, and at the end, you'd put your recruiter's phone number.

What would happen? You'd attract the highest quality candidates. They'd listen out of curiosity, they'd compare the sound of your voice with their managers, and they'd think seriously about the picture you painted. And I guarantee you that each call your recruiter received would be from a seriously well-qualified prospect.

» Improved Experience Blog:

If you are trying to reach an Internet-savvy audience, [podcasting](#) is an interesting tool. Employees at all levels of your company could spend a few minutes talking about why it is a great place to work, what they are learning to grow professionally, and the company's vision for the future. In addition to differentiating your company, podcasting creates opportunities to connect with prospective hires.

And if you're worried that no one will listen to the broadcast, don't be. [Digital Bulletin](#) reports that as many as a quarter of all adult internet users will listen to a podcast in the next six months.

» Steve Rothberg, Collegrecruiter.com:

These members of Gen Y are comfortable with podcasts, RSS feeds, and just about all other forms of technology. Keep in mind that just as you don't need to be a chemical engineer in order to recruit one, you also don't need to be a technology savvy member of Gen Y to recruit one.

HOW IT WORKS

After a pre-interview where we finalize the number of podcasts and the topics for each, this is what happens.

1. We call you and conduct the interview. It takes about 15-20 minutes.
2. The interview is recorded and saved as a audio file (MP3).
3. It is then posted to our site (which is a blog) and immediately available for download or listening.
4. We send you a copy to use on your own web site.
5. Within 24-48 hours your “podcast with jobs” is fed to our distribution channel of over two dozen podcast sites and directories such as **iTunes**, **YouTube** and **Podcast.com**.
6. At the end of each podcast we direct job seekers to your career page (or job board) to apply for the jobs they heard about. Instructions for applying will also be posted to our blog when we post your interview. Each blog entry will be categorized and tagged for search engine optimization.

Statistics about your podcast are available upon request.

Distributing Your Jobcast

Your Podcast with Jobs is distributed in a variety of ways



Each podcast on JobsinPods.com is distributed in a variety of ways to maximize its exposure.

a) **Podcast Directories:** a number of podcast directories exist which let users promote their audio. We have setup distribution channels with over two dozen of them including iTunes. This is how many passive candidates will find them. In addition, MP3 players like Apple's *iPOD* are proliferating. Users of these portable devices will be able to download them directly. A YouTube version is also created and posted.

b) **RSS /XML Feeds:** RSS (*Really Simple Syndication*) and XML feeds allow internet users to take our "feed" of podcasts and add them to their "feed reader" or add them to their own web sites for listening. This puts the power of listening in their control. They won't have to come to JobsinPods.com, rather they can listen to your podcast right from their feed reader.

c) **Blog & Search Engines:** Jobs in Pods is not just a web site. It's a blog and it comes with built in advantages for attracting search engine traffic. Each of your podcasts will be posted to this blog then categorized and tagged. The search engines will pick up on these tags and drive traffic to it. For example, a post entitled "Sales Jobs with XYZ Company in White Plains, NY", will attract people typing in the words "sales jobs ny" in a search engine.

d) **Your Site:** Working with your webmaster, we give you a plugin for your site that broadcasts your podcasts simultaneously on the career section of your corporate web site. Wouldn't it be great if potential candidates could hear you speak about the jobs right on your site? The plugin is a post-once, maintenance free tool that updates itself automatically each time a new one is published.

Distribution Channels every one of our Jobcasts are re-broadcast to these websites



Marketing Your Jobcast

Once the audio is published it is yours to keep. You can therefore use the file in a variety of ways to enhance your current recruiting efforts. Here are a few examples.

1. Link to it from within job postings on job boards. Ex. "*click here for an audio description*" and then send them to your page on Jobsinpods.com
2. Add it to your company career page. We provide you with a plug-in for your site that allows your visitors to hear the audio without leaving your site.
3. Burn it to a CD and pass it out at Job Fairs.
4. Send an email blast to job seekers.

Podcasting is part of the new **social media** that is sweeping the online recruiting landscape. It's all about communicating with the next generation and engaging them on their turf.

Companies that want to be seen as forward thinking organizations need to start using this new technology. Blogs, podcasts, video and social networking sites are becoming the new way to talk to candidates.

Can your company afford not to participate?

Adopting these new techniques can become a **competitive edge** that your company needs to attract and retain the best and brightest.

So don't just post your jobs, podcast them.

The new workforce is waiting.

Pricing

Companies can choose a podcasting package according to their hiring needs. Each podcast can discuss one job or a set of jobs within a particular department.

The cost for a podcast is: **\$349/each**

10% discounts are given for 10 or more purchased.

Average length of each podcast is 7-10 minutes long.