



## What is Jobs in Pods?

[JobsinPods.com](http://JobsinPods.com) is a unique recruitment marketing and social media platform that brings jobs and podcasts together. The site, (which is also a blog), advertises your company and your jobs through audio podcast interviews - conducted over the phone with your recruiters, hiring managers & employees.

During each interview you'll be asked the kind of questions that job seekers want answers to. Questions like:

- What's it like to work there? What is the culture like?
- What kind of perks do you offer?
- What does it take to succeed at your company?
- How do you encourage employee growth?

You'll then talk about the jobs you're hiring for and how to apply. Each interview is recorded and published on [JobsinPods.com](http://JobsinPods.com) and sent to other podcast aggregation sites: including [iTunes](http://iTunes). There's even an option to distribute your "jobcast" on YouTube.

You will receive a custom "feed" with all of your interviews. This can be published on your agency or corporate career site. You can even link to these podcasts from within a job description (i.e. [Click here for an audio description of this job](#)).

## Why do it?

- Recruiting is marketing.
- Podcasting lets you communicate via social media tools such as Facebook, LinkedIn, and Twitter.
- Our podcasting network lets you establish relationships with passive candidates and connects to them on a 1 to 1 level.
- Hearing a hiring manager, recruiter, or employee describe a job opportunity is unique, and far more personal than a job board posting.
- Podcasting is permission marketing. The person who downloads your Jobs in Pods interview chooses to do so. Your marketing dollars won't go to waste.

## How does Jobs in Pods work?

1. Employers choose the number of podcasts they would like to do.
2. Jobs in Pods develops a list of questions for each podcast.
3. Employer approves questions and appoints representative to do the interview with us.
4. Podcast goes live within 24 hours after the call.

No software to learn, no technical knowledge is needed. Each podcast lasts 8-12 minutes.

Pricing for one Jobs in Pods podcast is \$379. (Volume and series discounts are available). Unlike a traditional job board, each "jobcast" stays online for one year from publication.

[JobsinPods.com](http://JobsinPods.com) is produced by TotalPicture Media. For more information contact us by phone at 203-292-0012 or send an email to [info@jobsinpods.com](mailto:info@jobsinpods.com).