

Turning job adverts into multi-media powerhouses

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Recently, Dean Bruce, MD of [RBD Rail Recruiter](#), talked about how businesses can significantly increase the response to their job adverts by following a few simple steps.

Dean is now back with news of a new enhancement for recruiters on the [RBD Rail Recruiter](#) jobs board, designed to make adverts stand out from the crowd.

“Right from the start, when we looked at the design and development of the [RBD Rail Recruiter](#) website, we were very keen to involve recruitment businesses and to act on their advice and feedback,” he said. “We knew that building a system around the needs of recruiters and candidates would bring the best chance of success. So, when a client recently asked if they could include imagery and video content in their job advertisements, we were immediately on the case.

“We already had the capability to build interactive [Directory](#) content for recruiters that contains images, links to videos and external content. In fact, we can pretty much create a microsite for the organisation, talking about why they are a great place to work and pointing candidates to their jobs. This functionality has been well received by recruiters and candidates alike.

Now we are able to offer recruiters the ability to include images, links to video content and links to content contained on 3rd party websites within their job posts.

“Generating more interactive content in job posts seemed to be a logical extension of what we were already doing with Directories, and I’m pleased to say that **Southeastern** has been one of our first clients to take advantage.

“In a candidate-led market, recruiters need to appeal to job seekers, so hopefully this new feature will provide recruiters with an extra way to engage with potential employees. I’m intrigued to see how recruiters will use this functionality and how it might positively affect candidate engagement. My advice would be to keep things relatively simple and always to make it as easy as possible for any potential candidate to find the information they need quickly. We need to encourage great candidates to apply for great jobs.”

This is not the only enhancement that Dean and his team have been working on, Dean also talked about the new ‘similar jobs’ functionality that launched earlier in July and some exciting developments that are just around the corner.

“Since the site launched, I was conscious that providing suitable job suggestions to candidates based upon their search would be a good thing to do,” he said. “It could reduce the time and effort required by the candidate to find suitable opportunities. The site has always allowed candidates to click a button to show look-a-like jobs, we have now taken this one step further, and a brief summary of similar jobs appears automatically when a candidate views any specific job description.

“Of course, we will not stop trying to improve the site, and we will not stop listening to the fantastic feedback that our recruiter and candidate users give us. We don’t see this as criticism, just a way to improve. In the coming weeks, we will be launching a new CV search display which has been designed in collaboration with some of our recruiters, and I’m also pleased to announce that building upon the success of **RBD Rail Recruiter**, we have started work on a new jobs board for the FM sector, which will complement FM Business Daily, which itself launched earlier this year.”

For more information about how **RBD Rail Recruiter can help your business to find rail talent please contact dean@rbdrailrecruiter.com or call 01924 665960.**

You can visit the **RBD Rail Recruiter website at www.RBDRailRecruiter.com**