



Recruitment Advertising / Job Listings
Email Sponsorships / Supplier
Directory/ Conference Sponsorship /
Newsletter Sponsorship/ Site-wide Advertising



Recruitment Advertising

Candidate Attraction & Client
Acquisition 2009

About Econsultancy

Reach the largest audience of digital marketers in the UK

- With over 145,000 unique visitors per month (ABCe audited), our reach is bigger than any other dedicated digital marketing community site in the UK
- We have 80,000+ registered users who regularly interact with us of whom 72% are UK and 25% in North America
- Econsultancy has a dedicated jobs board, attracting job vacancies and over 8000 unique visitors a day
- The site also offers recruiters other ways to attract candidates including rifle-targeted advertising by vertical sector/country and push emails to over 33,000 members in our weekly newsletter
- Thousands of marketers have a paid membership with Econsultancy, giving them engagement and access to the UK's largest resource for best practice and knowledge in online marketing and ecommerce
- Econsultancy's community comprises ecommerce and digital marketing professionals drawn from clients, agencies and industry suppliers – most FTSE 350 and large online pureplays are members.

See what our job advertisers say:

Beringer Tame

"As a niche search company specialising in the recruitment of e-commerce and online marketing professionals it is hard to find effective advertising channels. Econsultancy.com has proved the most effective advertising medium for us to reach the new media professionals we recruit"

CEO, Beringer Tame Search and Selection

Charles Tyrwhitt

"We were impressed with quality of candidate applications from our job post on Econsultancy.com. In fact, of the CVs we received there was only one we didn't consider worthy of interview. Quality is far preferable to quantity."

Web Manager, Charles Tyrwhitt Shirts

Thomas Cook

"The quality of candidate applications we've attracted has been excellent. Econsultancy offers an opportunity to target the kind of experienced professionals we're looking for."

Ecommerce Director, Thomas Cook



Econsultancy Users and Reach

User Role	
CEO/Director/Partner/Executive	31%
Sales/Marketing/Advertising/PR	32%
Strategy/Consulting/Commercial	11%
Operational/Project Management	11%
Creative/Editorial	7%
Technical	5%
Other (eg. Legal, administrative, research)	3%

Organisation Type	
Client Organisations	58%
New Media Agencies and Consultancies	26%
Technology/Software Companies	11%
Academic	7%
Journalists and other media	5%

Organisations that use Econsultancy and its jobs board		
Abbey	DoubleClick	Orange
Aquent	DSGi plc	Oxfam
AKQA	Dyson	PayPal
Beringer Tame	EA Electronic Arts	RBS
British Airways	Efficient Frontier	Royal Mail
BT	Estee Lauder	Shell International
BUPA	Experian	Speed-Trap
Cadbury	GE Money	The AA
Cancer Research UK	John Lewis	Thomas Cook
Carphone Warehouse	Lloyds TSB	T-Mobile
Debenhams	National Express	Virgin Holidays
Deloitte	Norwich Union	Vodafone



Job Listings

Econsultancy launched its [new media jobs](#) channel in August 2005 to help internet teams find new recruits, following demand from our users. Recruitment is the biggest single headache facing internet teams¹.

In particular there is an acute shortage of experienced internet and online marketing professionals, partly as a result of the fallout from the dotcom boom four years earlier. Both client-side companies, their agencies and technology companies are suffering from the same problem.

Welcome, Adam Candlish | YOUR ACCOUNT | Log out | Basket | About | Site map | Site feeds

Econsultancy Digital Marketers United

REPORTS | TRAINING | EVENTS | BLOG | FORUMS | DIRECTORIES | **JOBS** | Search

Home > Jobs

Jobs

Looking for a job in digital marketing or e-commerce? Recruiting for online marketing vacancies?

[Post a job](#) to reach our 150,000+ monthly unique users who are professionals working in digital marketing and e-commerce.

Search 111 jobs

Search Jobs

[Search Filters](#)

Browse latest jobs Results 1 - 20 of 111

Job Title	Company	Location
Online Marketing Manager - Acquisition	International Holiday Property company	United Kingdom, North London
Marketing Director - UK	Global 2.0 Brand	United Kingdom, SW London
Online Marketing Manager - Search	Travel Sector Blue Chip	United Kingdom, London
Online Marketing Manager - Part Time and from Home!	Niche Fashion Retailer	United Kingdom, Home
Senior BI Technical Architect	Conchango	United Kingdom, London (SE1 9EU) & Surrey (TW20 9QD)
Online Media Manager	Signet Jewellers Ltd	United Kingdom, Borehamwood, Hertfordshire
Manager - Jam Social	Hewel Group	United Kingdom, Central London

POST A NEW JOB ✓

£150.00 ex VAT

[Why post a job on Econsultancy?](#)

POST A NEW JOB

FEATURED JOBS | **MOST VIEWED**

FEATURED JOBS

DOWNLOAD NOW: 7 Steps to Increasing Web Site Conversion

DOWNLOAD NOW

OMNITURE

What you can expect

Quality, quality, quality...

We're not generalist jobs board. Econsultancy is used by 145,000 digital industry professionals every month as a "how-to" resource. We make life a lot easier for people working in digital. It's where the pros come for advice. As such you get a much better quality of response from Econsultancy.

Access to the candidates other boards cannot reach

Often the best candidates are already in jobs and not necessarily actively looking. But they still use Econsultancy very regularly and could be open to the right opportunity...

¹ Econsultancy's 2008 UK Digital Agency Rate card and Business Confidence Survey of 300+ agencies: <http://econsultancy.com/reports/rate-card-survey-2008-how-much-do-uk-digital-agencies-charge>



How do we market the job listings?

Newsletter - 33,000 per week

Econsultancy's weekly newsletter, the Ebusiness Briefing, is sent to over 33,000 subscribers by email, normally on a Tuesday. And **includes a selection of jobs** posted to our jobs channel. We normally include jobs where the client organization is mentioned as this tends to generate a better response from readers (e.g. 'Thomas Cook' rather than 'Top UK Online Travel Company').

Search Engine Marketing - Organic

Econsultancy practices what it preaches when it comes to search engine marketing. The website is featured in the top ten of Google.com and Google.co.uk for a wide range of internet-related terms, including "online marketing jobs" and "ecommerce jobs".

Search Engine Marketing – Paid-Search

Econsultancy spends significantly on search keywords to drive targeted traffic to the jobs channel and to benefit response rates of advertisers.

The Power of Twitter!

Our [@econ_jobs](#) Twitter account has a very focussed group of job seekers and contacts as followers. Through the power of Twitter your role will reach people that other networks can't.

Partnerships

We partner with a number of large job search engines in the US and UK which helps drive relevant traffic to your job listings, and increase the reach of your campaigns.

Case Study: Econsultancy's Vodafone Campaign

- The ad banner had 1020 clicks; the nearest competitor on a similar media spend (including NMA, Chinwag and Brand Republic) had 221.
- Econsultancy's ad attracted **485% more clicks** than the nearest alternative media used in the campaign
- The advertisement within the E-business newsletter had 119 clicks
- The advertisements within the job listings had 227 clicks
- Total Campaign – 1366 clicks

(Stats provided through Work Communications agency from Vodafone)



"I'd just add that we were tracking all the inventory for the campaign and e-consultancy performed very well indeed and we were really happy with the figures from our end."

Sarah Jeffery, Account Director, Work Communications on behalf of Vodafone



Rates

Job Listings

Each job listing on Econsultancy.com includes:

- Two month listing on the Econsultancy jobs board
- Inclusion in the Latest Jobs section on the weekly Ebusiness Briefing newsletter (sent to 33,000 opt-in recipients)
- Benefit from the Econsultancy Jobs Board search engine visibility
- Exposure via our [@econ_jobs](#) Twitter account

- Individual Job Listings are available from £250 + VAT
- Bundle of 5 job listings is £750+VAT
- Bundle of 10 job listings is £1000+VAT

Job Listing Extras

Featured Jobs

Have your role stand out as one of five featured roles on the Econsultancy jobs board. These featured roles will appear at the top of the page, and will be highlighted as the featured roles for the week.

- £100 + VAT per role per week

Job of the Week

The job of the week ad slot in the weekly newsletter is the perfect way to attract maximum attention to your role. The newsletter is sent to over 33,000 opt-in recipients every week, all of whom work in digital marketing and ecommerce. You will also get tweeted as Job of the Week!

- £500 + VAT per week

Job Channel Advertising

Make your brand synonymous with digital marketing in the eyes of our 145,000 monthly visitors, by advertising your agency/role on the Econsultancy Jobs pages.

- Recruiter Button (145x120) - £200 per month
- MPU Advertising (300x250) - £1,000 per month

Packages available on request

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