



**The dedicated recruitment service for the
creative industries**

About IQads

IQads is the most important Romanian platform dedicated to advertising and communication, activating the most important local creative community: respected professionals, freelancers, aficionados, admirers.

We create:

- premium editorial content, on IQads.ro: news, interviews, editorials, creative work, case studies
- events and projects: ADFel, Agencies' Cups, AdBreak, The Creator & more
- services: Advertorials, AdJob, Calendar, Catalogue (Catalog), Brand History (Istoria Brandului)

We offer a relevant playground for creatives from all fields:

freelancers, artists, designers, movie directors, architects, and students.

IQads's audience

Characteristics of the audience (urban, 18 – 45 years – 95%)

- a community of **influencers** (opinion leaders in their groups of friends, on topics related to creativity) and **decision makers** (people working in marketing departments and in advertising agencies)
- socially active, they get their information mostly online
- advertising aficionados – they think it's a form of entertainment or work in this field
- the commercials are topics of conversation
- brand-aware – the brand is an important decision criterion when it comes to shopping



About the service

This service offers

Precise targeting:

AdJob is the only recruitment service dedicated to the creative industries and other related domains.

A big talent pool:

IQads is at the center of Romania's biggest creative community, being of interest to all those who are into advertising and advertising production, but also to those who like design, photography, architecture, acting etc.

Résumés received – many and relevant:

The applications received are better suited to the company's needs than the applications received by using a general interest recruitment site.

A quick reaction:

The announcements may be taken down before they expires, if the company finds the right employee.

Presenting and promoting each announcement

We present the job offer on a dedicated page, for 45 days

During the 45 days, we amplify each announcement in the following ways:

1. Listing the job offer on IQads's homepage, in right-hand side column, in the AdJob field (the AdJob field is on top of the list, except for when there are active promotional articles)

2. Listing the job offer (title + period + first words) in the AdJob section

See the section: www.IQads.ro/adjob

3. Promotion in social media:

See: <https://www.facebook.com/IQads/posts/630477267015009>

3 posts, approximately, on Facebook IQads (> 115 000 fans)

3 posts, approximately, on Facebook IQads News (> 15 000 fans)

4. Featuring the job offer in IQads's editorial newsletter

See: <http://www.iqads.ro/newsletters/preview/707>

3 features, approximately, in IQads's editorial newsletter (>20 000 active subscribers)

The standard job offer is active for 45 days, but the announcement can be taken down earlier according to the number of applications received.

The page dedicated to the job offer

THE PRACTICE is hiring Senior PR Manager and Social Media Manager

 Like { 5 }  Tweet { 1 }  Share { 15 }

Anunt valabil pana la data de 2013-12-20

Companie: [THE PRACTICE](#)

We're looking for ambitious, hardworking & experienced people who share our passion for work and ideas:

Senior PR Manager (4+ years of experience, previous PR agency experience is a must)

Passionate about fresh PR ideas

Able to manage campaigns from strategy to implementation

Highly skilled organizer

Strong media relationships

Social Media Manager (2+ years of experience, previous PR agency experience is a plus)

Deep knowledge of how digital/ social media fits in the communication mix

Confident in the use of social media in order to meet communication objectives

Excellent knowledge of analytic tools

Excellent verbal and written communication skills

 [Adauga anunt de recrutare](#)



AdJob

- [Client Service Exec + DTP for Marks Playground](#)
- [Echipa DDB Romania cauta coleg Graphic Designer](#)
- [Fokus Interactive cauta Account Executive](#)
- [Account Executive pentru FRANK](#)
- [Flipster o cauta pe EA --> community manager](#)
- [Account Manager pentru FRANK](#)
- [Copywriter pentru FRANK](#)
- [Tribal Worldwide Romania cauta programator](#)
- [Armada cauta Art Director](#)
- [Viral Marketing Manager@4PSA](#)

[Vezi mai multe »](#)



1. Listing the offer on IQads's homepage, in the right-side column

(the AdJob section is on top of the list, except for when there are active promotional articles)

The screenshot shows the IQads homepage with a navigation bar at the top containing 'Articole', 'Creatii', 'Podcast', 'Expo', 'Servicii', and 'Index'. Below the navigation bar is the IQads logo and a banner for ACCU-CHEK. Three circular icons are displayed below the banner, each with a title and a brief description. The main content area features a large article titled 'BRAND ACTIVATION STRATEGY 2013' by Monica Jitariuc, a smaller article by Alex Tunaru, and another by Victor Kapra. A red-bordered box highlights the 'AdJob' section, which lists several job openings. Below the AdJob section is a 'Vezi mai multe »' link and a large circular graphic for a Nielsen report.

Articole Creatii Podcast Expo Servicii Index

IQads

ACCU-CHEK

Descoperă cum s-au schimbat obiceiurile culinare ale românilor

ÎN BUCĂTĂRIA ROMÂNILOR - de la raft în farfurie

un raport de cercetare dezvoltat de nielsen sub umbrela SMART Research

BRAND ACTIVATION STRATEGY 2013

SMARK

Monica Jitariuc despre sabotajul intern din agentile de comunicare

AdJob

- Fokus Interactive cauta Account Executive
- Account Executive pentru FRANK
- Account Manager pentru FRANK
- Copywriter pentru FRANK
- Tribal Worldwide Romania cauta programator
- Viral Marketing Manager@4PSA
- International Content Marketing Agency is looking for a Romanian/English-Speaking Social Media /Brand Manager
- THE PRACTICE is hiring Senior PR Manager and Social Media Manager
- ATELIER SAPTE cauta programator
- Kinecto cauta Digital Account Executive

Vezi mai multe »

IdeaSpark

Alex Tunaru spune povesti de trezit oamenii mari

ibotajul_intern_din_agentile_de_comunicare

IdeaSpark

Victor Kapra despre libertatea de a scrie ce vrei, cand vrei

ÎN BUCĂTĂRIA ROMÂNILOR - de la raft în farfurie -

un raport de cercetare dezvoltat de nielsen sub umbrela SMART Research

2. Listing the job offer in the AdJob section

See: <http://www.igads.ro/adjob>



ATELIER SAPTE cauta programator

Anunt valabil pana la data de 2013-12-19

Companie: [ATELIER SAPTE](#)

Domenii: [Publicitate](#)

ATELIER SAPTE cauta programator pasionat de social media. Experienta in dezvoltarea aplicatiilor mobile este un plus. CV-uri la interaction@ateliersapte.ro.



Kinecto cauta Digital Account Executive

Anunt valabil pana la data de 2013-12-18

Companie: [Kinecto](#)

Domenii: [Comunicare online](#)

Daca esti o persoana dornica de ascensiune rapida si deschisa la provocari, trimite-ne cv-ul la recrutare@kinecto.ro. Singura cerinta: minim 6 luni experienta intr-o pozitie similara.



New player for Marks Playground: Graphic Designer

Anunt valabil pana la data de 2013-12-16

Companie: [Marks](#)

Domenii: [Publicitate](#)

Avem arme mai puternice. Skin-uri mai cool. Niveluri mai grele. Echipa de Graphic Designeri cauta jucatori noi. Castigatorul ia job-ul! playground@themarks.ro

3.a Promotion in social media: Facebook IQads

See: <https://www.facebook.com/IQads/posts/630477267015009>

facebook Search for people, places and things Emil Truta Home

Eveniment de lansare a cartii Gateste moldoveneste cu Stela Popescu
blog.iqads.ro
blogul IQads - <http://blog.iqads.ro> | Eveniment de lansare a cartii Gateste moldoveneste cu Stela Popescu
Like · Comment · Share

IQads
3 December

Joburi in publicitate @AdJob:
> Echipa DDB Romania cauta coleg Graphic Designer
> Flipster o cauta pe EA --> community manager
> Fokus Interactive cauta Account Executive
> Account Manager pentru FRANK
> Account Executive pentru FRANK
Mai multe joburi--> <http://www.iqads.ro/adjob>

Like · Comment · Share 1

Simona Gabriela likes this.
Write a comment...

IQads
3 December

Marco Cremona (Y&R Moscova): Multor lucrari din Romania le lipseste productia buna:

ION
Y 2013
mbrie
SMA

3 posts, approximately, on Facebook IQads (> 115 000 fans)

3.b Promotion in social media: Facebook IQads News

See: <https://www.facebook.com/IQads.ro/posts/745700735443373>

facebook Search for people, places and things Emil Truta Home

» http://www.iqads.ro/a_28171

Like · Comment · Share

4 people like this.

Write a comment...

IQads News
5 December

Joburi in publicitate @AdJob:

- > ATELIER SAPTE cauta programator
http://www.iqads.ro/adjob/atelier_sapte_cauta_programator
- > Armada cauta Art Director
http://www.iqads.ro/adjob/armada_cauta_art_director
- > Account Executive pentru FRANK
http://www.iqads.ro/adjob/account_executive_pentru_frank
- > Fokus Interactive cauta Account Executive
http://www.iqads.ro/adjob/fokus_interactive_cauta_account_executive

Mai multe joburi---> <http://www.iqads.ro/adjob>

Like · Comment · Share

IQads News
5 December

Am citit recent pe undeva prin online-ul asta romanesc, plin de lucruri mai mult sau mai putin inteligente, ca teatrul

IQads News
5 December

Like · Comment · Share

2 people like this.

Write a comment...

IQads News shared a link.
5 December

Lowe&Partners, alaturi de GolinHarris si Initiative, au creat campania "Varu' te rezolva" pentru tocmai.ro, in centrul careia se afla personajul Varu', interpretat de actorul Serban Pavlu. Proiectul este prima campanie integrata a brandului tocmai.ro:

Sponsored

Galeria Vocilor
Vrem sa te auzim!

GALERIA VOCILOR

Ai ceva important de spus? Intra acum in Galeria Vocilor si noi te vom asculta!

Like · Georgiana Ticu likes Galeria Vocilor.

3 posts, approximately, on Facebook IQads News (> 15 000 fans)

4. Featuring the job offer the editorial newsletter of IQads

See: <http://www.iqads.ro/newsletters/preview/707>



{Firstname} {Lastname} | 22 Noiembrie 2013

Noi am inceput sa ne ferim de miercuri, cand am organizat o petrecere cu [creatie, productie si vodka cu portocale](#).

Pentru ca fericirea se mentine cu lecturi frumoase, am aruncat un ochi peste [trailerlele cartii romanesti](#).

Am aflat ca acum exista [un magazin](#) de unde ne putem cumpara vinyluri si ne-am bucurat ca nu mai trebuie sa le comandam de pe net.

Maximul de fericire e atins cu ajutorul lui Pharell si al [videoclipului](#) sau de 24 de ore plin de oameni care danseaza.

Iar ca sa fim fericiti si la job, o agentie canadiana a creat un kit care ne ajuta sa facem [studii de caz perfecte](#).

Event



Totul despre publicitate, productie si vodka cu portocale

O sa dau din casa, n-am ce face. Miercuri a fost petrecerea IQads. Am sarbatorit multe lucruri: o noua directie editoriala si o noua campanie de comunicare, un nou layout grozav si vreo 10 ani de existenta. Deci o petrecere justificata, nu oricum. Totul s-a



AdJob

Copywriter pentru FRANK

Daca te gandesti la mari schimbari pentru 2014, ar trebui sa actionezi acum: trimite-ne CV-ul... [citeste »](#)

Account Manager pentru FRANK

Cautam un Account Manager care sa se alature echipei Frank. Trimite-ne un CV si o scrisoare de... [citeste »](#)



Entel - Spring is here



Tullamore Dew - The Other Wall

3 features, approximately, in IQads's editorial newsletter (>20 000 active subscribers)



Information needed for the job offer

- The job for which the company is recruiting
- The company's name
- Details about the job – responsibilities
- Details about the ideal candidate – capabilities and skills
- The address where to send the résumés
- A deadline for the applications
- Logo of the company (optional)

The budget for AdJob

Prices vary according to the number of job offers published simultaneously:

- **1 job offer: 200 EUR + VAT**
- **2 job offers: 380 EUR + VAT**
- **3 job offers: 540 EUR + VAT**

The standard job offer is active for 45 days, but the announcement can be depublished earlier according to the number of applications received – without influencing the budget.

The contractual period is 365 days and the prices stay the same the whole time.

Several job openings can be announced either through different announcements, either by including them in a single announcement, but the budget will be the same, depending only on the number of jobs offered.

- **Option 1:** 1 announcement, 1 job offer: We are looking for a copywriter. (200 EUR)
- **Option 2:** 1 announcement, 2 job offers: We are looking for a team of art & copy. (380 EUR)
- **Option 3:** 2 different announcement, 2 job offers: We are looking for a copywriter. We are looking for an art director. (380 EUR)

IQads is the most important Romanian platform dedicated to creative industries and related areas, activating the most important local creative community: professionals, freelancers, aficionados.

SMARK is a source of knowledge and inspiration plus a practical tool for the professional development and networking for the people working in the Romanian marcomm industry.

#publishing



Everything about advertising and the ones who produce it
IQads.ro offers premium content about the industry as a business and as a show: news, interviews, analysis, features & more.



The Romanian community of marketing professionals
SMARK.ro offers premium content about marketing news, interviews, case studies.



#events
#projects



9th edition, August 2014
The annual unconventional advertising event of Romania. 7 days every year, 100+ cultural & social brands involved and 400+ ideas implemented so far. The traditional events of ADfel include:



8th edition
The show of the best original advertising parodies.



4th edition
Intensive training sessions for the advertising newcomers.



The battles of advertising people's egos and skills on 4 different pitches:



2nd edition, March 2014
Cooking is the new rage, let's celebrate it!



5th edition, May 2014
The original Cup turned into the Cannes of football.



1st edition, September 2014
The golden voices of the industry show their best.



1st edition, November 2014
The greatest gamers of advertising fight for The Cup.



45 editions so far
The monthly get-together of the Romanian advertising industry.



20 competitions so far
The platform for premium UGC competitions reaching the most important creative community of Romania.



20 events so far
Creative marketing events and workshops featuring rock star researchers and sociologists, top planners, spectacular creatives, insightful brand managers and inspired entertainment people.



3rd edition, March 2014
What helps and what harms your brand and how to do promotions right.



2nd edition, April 2014
Tools and tactics to build and develop strong brand communities.



5th edition, May 2014
The most important event of the local market and consumer research industry.



2nd edition, June 2014
Talking to the target that matters - 80% of the buying decisions belong to women.



2nd edition, September 2014
Addressing a target that's rapidly evolving - niches, tactics, strategies.



3rd edition, November 2014
How to be relevant for the most changing and cynical age group.

#services



The best in marcomm events - both work and afterhours.



Promoting the companies that offer services for the creative industries.



The history of interesting brands and their creative milestones.



Promotional articles that don't suck.



The dedicated recruitment service for the creative industries.



10 research studies so far
A series of syndicated research studies covering the hottest topics in various industries. The most recent ones:



The dedicated recruitment service for marketing.

click any logo for more info

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Publishing: IQads.ro | SMARK.ro

Services: AdJob.ro | Calendar.IQads.ro | Catalog.IQads.ro | Research.SMARK.ro

Events: ADfel | AdBreak | CupaAgentiilor | SMARK KnowHow

Projects: TheCreator