

your job in marketing

the dedicated recruitment service for management and marketing

SMARK – The community of marketing people

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

SMARK creates:

Publishing: premium editorial content about marketing on SMARK.ro Events and projects: conferences and workshops on specific topics – grouped as SMARK KnowHow

Services: MkJob, SMARK Research – a series of syndicated research studies

SMARK gathers a premium community of marketing and business people

- Brand Managers, Marketing Directors, Sales Directors
- Professionals working in marketing research
- Media specialists (including specialists working in digital and social media)
- Professionals working in the communication industry: PR, CSR, advertising
- Entrepreneurs





your job in marketing

About the service

The benefits of this service

Precise targeting:

MkJob is the only recruitment service dedicated to the marketing industry and the related fields.

A big talent pool:

SMARK is at the center of Romanian marketing community, being of interest to all those who are into it, but also to those into management, branding, communication, research etc.

Many and relevant résumés:

The applications received are better suited to the company's needs than the applications received when using a general interest recruitment site. Example: when Absolut Vodka was looking for a Brand Manager, it got 629 applications

A quick reaction:

The announcements can be unpublished before the end date, if the company finds the right employee.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 SMARK's homepage, in right-hand side column, in the MkJob field

- Listing the job offer (title + period + first words) in the MkJob section See the section: <u>http://www.smark.ro/mkjob</u>
- 3. Promotion in social media:

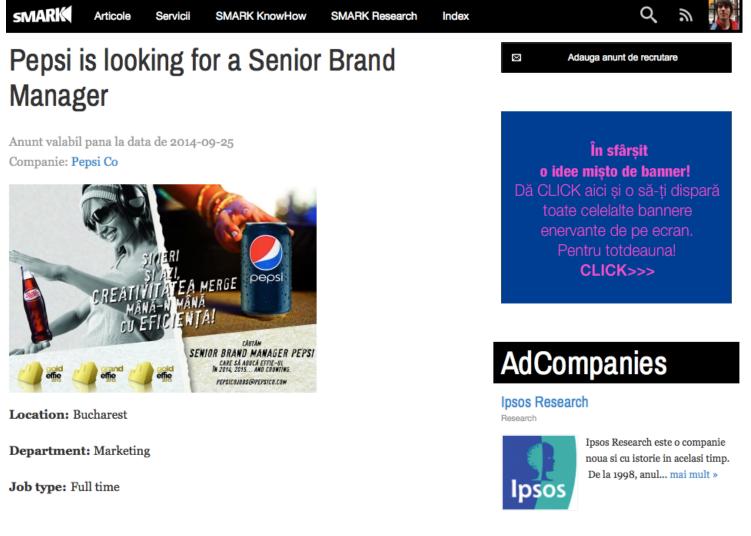
3 posts, on average, on Facebook SMARK (> 8 000 fans)

4. Featuring the job offer in one issue of SMARK's editorial newsletter (>5000 de abonați activi) See: <u>http://www.iqads.ro/newsletters/preview/301</u>

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

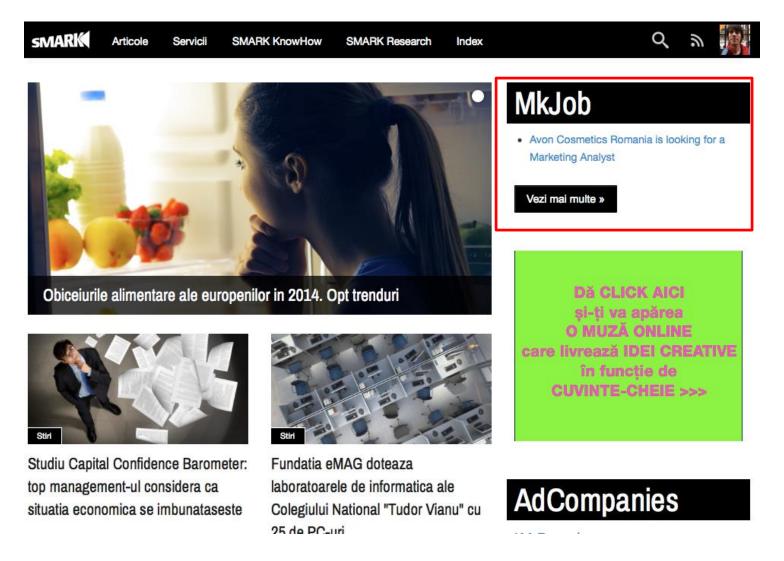


The page dedicated of the job offer





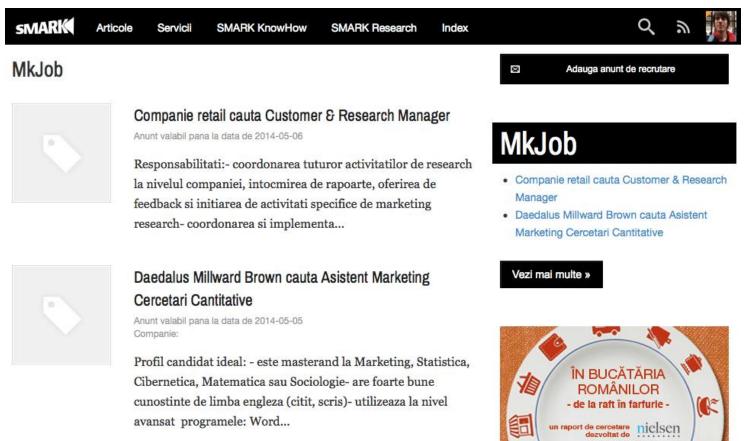
1. Listing the offer on the sidebar of SMARK





2. Listing the job offer in the MkJob section

See: http://www.smark.ro/mkjob





sub umbrela

3. Promotion in social media: Facebook SMARK



Mk Job

3 posts, approximately, on Facebook SMARK (> 8 000 fans)

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

See: http://www.iqads.ro/newsletters/preview/301



Stephane Batoux (Coca-Cola HBC Romania&Moldova) si Xavier Piesvaux (Mega Image) au discutat azi despre obiectivele proiectului <u>Green Bee</u>, lansat de Green Revolution.

Tot la rubrica Story puteti citi despre research-ul online si cum au evoluat <u>cerintele clientilor</u> in ultimii 4 ani, precum si despre <u>shopper research</u> – provocari si comportamente surprinzatoare de consum.

87% din populatia tarii crede ca preturile au crescut in mai 2012 fata de aceeasi luna a anului trecut, conform Barometrului de Incredere a Consumatorului realizat de GfK. Mai multe despre rezultatele acestui studiu puteti citi <u>aici</u>.

 MkJob

 Avon Cosmetics Romania is looking for a Marketing Analyst

 If Excel has no secret for you, if you have analytical spirit, you speak fluently Steve... citeste »

 Brennan Research & Consultants cauta Intraprenor Cercetari Calitative

 Profil: - masterand sau absolvent al Fac. de Sociologie, Antropologie sau Marketing- nivel... citeste »



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 MkJob

Prices vary according to the numbers 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 taken down 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.

More job openings may 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 Brand Manager. (200 EUR)
- **Option 2**: 1 announcement, 2 job offers: We are looking for a Brand Manager & a Customer Relationship Manager. (380 EUR)
- **Option 3**: 2 different announcement, 2 job offers: We are looking for a Brand Manager. We are looking for a Customer Relationship Manager. (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.



#publishing

#events

#projects



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.





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.



The best in marcomm events both work and afterhours.



The history of interesting brands and their creative milestones.



The dedicated recruitment service for the creative industries.



Promoting the companies that offer services for the creative industries.



Promotional articles that don't suck.

#services

click any logo for more info



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



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





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 Adressing 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.



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.

Contact

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