



## Posting jobs targeted on the Oxford Cluster? Time for a Change?

The screenshot shows the homepage of [www.connectedoxford.com](http://www.connectedoxford.com). The page features a navigation bar with links for HOME, JOBS, EVENTS, NEWS, DISCUSSION, SIGS, and ABOUT US. A featured event section highlights 'Oxford Entrepreneurs Drinks Sept 13 Register Here!' with a photo of a man. Below this, there are logos for sponsors including CFI (Centre for Business Innovation) and Cabume (Cambridge Business Media). A central section lists various job openings such as 'Customer Service Assistant', 'Supplier Manager', and 'Scientific Support Specialist'. To the right, there are sections for 'Submit Your Content' (listing options for Jobs, Events, News, and Terms and Conditions) and 'Receive Our e-letters' (with a sign-up form for Forename, Surname, Email, News, and Jobs). At the bottom, there are links to 'Join Connected Oxford!' and 'Join other Connected Clusters'.

Posting on [www.connectedoxford.com](http://www.connectedoxford.com) will save you time and money!!

### How does the Connected Oxford service work?

- Our robot (Cyril) finds new jobs posted on your website in an agreed area eg jobs with “Oxford” or “Thames valley” in the title or jobs from an agreed tab or pull down menu
- He then lists them on [www.connectedoxford.com/jobs](http://www.connectedoxford.com/jobs) under your logo and also in our weekly e-letter (which is emailed to over 800 local recipients who have signed up to the Connected Oxford group on LinkedIN over the last two years).
- When visitors click on your job in either of these areas they are taken directly to the job content on your site.
- If the jobs listed on your site change – so do ours, automatically!
- After six months Connected Oxford e-mail you a report so you can see how many click throughs to your site were generated and from which jobs.

- This is a copy of the service which we run for Connected Cambridge (4 thousand members) and Connected Shanghai (10 thousand members) .. we are confident that Connected Oxford will grow in a similar manner!



### What does it cost

- If Cyril reposts the first 10 jobs from your site meeting the desired criteria each night for six months you pay £150+VAT
- For the next 10 its £100+VAT
- For each extra block of 10 after that its £50+VAT  
(so if you wanted the first 40 jobs updated each day for six months it costs £350+VAT)

For most members the cost per click through to a specific job on their site is between 5p and 10p

### Why should you use this service to post your jobs?

- Zero effort for you! You do not need to get involved with any software/forms etc in any 3<sup>rd</sup> party site ... Cyril does that for you every morning at 1Am
- Easy to read listings. Readers scroll down on the tablets, PCs or smart-phones and see your logo along with the best names in town – this content is pushed to them every week
- Simple pay to post deal. No lock-in, no retainer, no commission. If you are not advertising jobs, then stop paying. When you want to re-start, just tell us.
- Reach local eyeballs. The vast majority of Connected Oxford hits are generated by our e-letter which is sent to nearly 1000 local readers who are tempted by our mix of events, news and jobs. Do not be fooled by sites which generate lots of hits from search engines checking thro vast databases of old items.
- Our “end of term report” means that you can see exactly what you get for your money .. in a format which you can share with your team and e-mail to your boss.
- Peace of mind. We do not invoice until you are happy with the way your jobs are showing on [www.connectedoxford.com](http://www.connectedoxford.com)
- Some of the best names in town, including Oxford NHS Trust, Diamond Light, Sharp Europe and Vecta use the service – come and join them!

Got more questions?? Give Cyril (OK, Peter) a call on 07951721110 to have a chat.