

# FAQ

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## About career site, registration and process

### Why should I use a BRANDERO Career Site?

BRANDERO is a user-friendly, beautifully designed and fully mobile-optimised career site – which is easy to install and learn to use. You get an excellent showcase for presenting your enterprise as an attractive workplace, and you have the possibility of showing vacancies.

The career site has been developed with a focus on Employer Branding. It contributes to attracting and retaining potential employees all year round, not only when you have vacancies, but also when a jobseeker looks for your enterprise or industry and thus "stumbles on" your career site.

When jobseekers visit your career site, they stay longer as the site and its exciting content help retaining them for a longer time. This gives individuals who actively or passively seek a job a far better experience and understanding of your enterprise, which contributes to making them potential candidates. Further, the way in which jobseekers may apply is very simple, which removes barriers and ensures that more will be part of the application process as relevant candidates for the enterprise.

The advertising channels have been developed in association with Ofir (for Danish advertisers), so you have a choice of effective media packages, which expose your ads to a large number of potential candidates and thus ensure that you get more applications for your vacancies.

### What is a BRANDERO Career Site?

A BRANDERO Career Site is a self-service solution/platform, which has many unique functions and therefore is the ideal solution for small and medium-sized enterprises, for which the recruitment of the right staff may often be a challenge.

A BRANDERO Career Site is the showcase of your enterprise. With a few, simple tools you can tell your story, explain why it is good to work for your enterprise, and at same time you can show vacancies.

In addition, jobseekers can send an unsolicited application or show their interest in working for your enterprise through a vacancy. This is how an individual in employment (a passive jobseeker) can register his/her interest in working for you and say "Look at me!".

Advertising is done in only one system, but it offers you the possibility of advertising your vacancies on many different media platforms.

### How do I install the career site on the website of my enterprise?

You may already have a page on your website which deals with jobs or careers. You, your webmaster or an external provider may then change the link/URL so that it is pointing to your career site with BRANDERO.

If you want to change the URL so that it matches the address of your current site, this can also be done through a DNS change. This step must be completed by you, your webmaster or an external provider.

Please do not hesitate to contact our Support Team if you have any technical questions.

### How do I register?

Please register by completing the form at [www.BRANDERO.com](http://www.BRANDERO.com). Our Support Team will then contact you and ensure the smooth installation and launch of your career site.

### Will I get a username?

Yes, you choose your own username and password when you register. You then log into your back-office system, post your vacancies, and edit copy and photos etc.

Our Support Team will help you if you have any problems with your username or password.

### How do I set up my career site?

You set up your BRANDERO Career Site by registering at [www.BRANDERO.com](http://www.BRANDERO.com). Then our Support Team will register you as a customer, create a user, and help you set up your career site. In this process, you will contribute with the career site content, which the Support Team will help you coordinate.

When the career site is ready, we will launch it for you. When the link/URL has been added/changed on your website, the career site is ready, and you can start posting vacancies.

### Can I add pages or other elements to my career site?

Generally, your career site consists of a front page and one or more vacancy pages. The content on these pages is clearly defined, based on our knowledge of jobseekers and what appeals to them when they are interested in working for a specific enterprise.

However, we will develop new elements on a regular basis, including the possibility of adding pages with content of relevance to you and your enterprise.

### What is the procedure once I have registered?

When you have registered at [www.BRANDERO.com](http://www.BRANDERO.com), our Support Team will contact you and provide full guidance on the next steps. You will:

- Be registered as a customer
- Get user access to your back-office system, and
- Be guided through the content of your career site, and then we will set it up for you.

Then you must ensure that your website links to the career site, so that it is in the right place and may help you attract candidates.

### How do I get started?

You will contribute with your career site content – you know the enterprise best – but our Support Team will help you with the set-up. Here is a quick overview of what is required to get your BRANDERO Career Site started:

- Entity details

- Including logo, primary colour, font type, and Google Analytics code
- User information
- Career site content
  - Photos
  - Copy
  - A video, if any (YouTube).

### Does the career site run on mobile phones and tablets?

It is important for us that both you and your users have a good experience, regardless of the media used to access your career site or back office. Therefore, both are fully mobile-optimised (responsive) and adjust automatically to the user's screen size at any time.

### Who hosts my career site?

We warrant security and assurance in respect of our BRANDERO customers in every way, from their websites to our servers and our databases. We host your solutions, guarantee a high degree of uptime, and continuously monitor platforms and all career sites in order to provide our customers with a high quality.

### How do I log in?

When you have been registered as a BRANDERO customer, you have access to your back-office system with your username and password. You log in at [www.BRANDERO.com](http://www.BRANDERO.com).

It is possible to reset your password, but you are always welcome to contact us for assistance if you have difficulty logging in.

### Can I access my back-office system?

As a BRANDERO customer, you can access your back-office system. You log in at [www.BRANDERO.com](http://www.BRANDERO.com) and are directed to your back office. Here you may post vacancies and edit copy and photos, etc.

### Can I transfer vacancies from a recruitment system to the career site?

When we go live in Q3/2017, there will be no integration with recruitment systems. But it is one of our main priorities, and we are working on adding this element as soon as possible.

Until then, you have to post the vacancies twice (in the recruitment system and in BRANDERO) if you have a recruitment system. Applications will still be directed to your recruitment system.

Please contact our Support Team to hear how we can help you key in the data if you have a large number of vacancies to be posted on your career site.

### Does the career site have a job list?

Yes, your vacancies are handled in a job list on the front page of the career site. The front-page job list can contain a large number of jobs. Initially, there is no filter/search option, but this is one of more features that will be added as soon as possible after launch.

### Does the career site have a job agent?

When your career site is launched, there will be no job agent available. But as we know how important this element is for attracting potential jobseekers, this feature will be added fairly quickly after launch.

A jobseeker can register with a job agent on the career site, and s/he will then receive emails, when new vacancies are posted on your career site.

## About advertising

### How do I post a vacancy?

In order to post a vacancy, you log into your back-office system with your username and password. When you have logged in, it is easy to post a vacancy.

When you write a job ad, you need a heading and recruitment copy. In addition, the job ad must include details such as job type, category, job title, etc in order that jobseekers can easily find it.

Then you choose how you want to advertise. When you have chosen your advertising package, you can activate your vacancy. These steps are also taken from your back-office system.

### Is it possible to advertise via other channels?

At launch, our BRANDERO Career Sites will solely offer advertising via the Ofir job universe (for Danish advertisers). But we are fully focused on adding more and other media channels in order for our customers to have the best advertising options.

You are welcome to contact our Support Team if you want to talk to us about your options.

### Can I share my ad on my social media platforms?

You can easily share your ad from the vacancy page by clicking the icon of the media with which you want to share it. You can also copy the entire URL and insert it manually on your or the enterprise's social media profile pages.

Adding a job ad to a specific profile page is a feature which we intend to add as soon as possible.

### How do I receive applications?

When you post a job ad, you have four different options for receiving applications:

- Email
  - Insert the email of the person to receive the job application
- URL
  - Insert link to recruitment system etc
- Phone
  - Shows your phone number so that jobseekers can call you
- Post
  - Shows your postal address so that jobseekers can send their applications by post.

### How do I answer an applicant?

Your choice of method determines the way in which you communicate with an applicant.

- Email
  - The applicant sees a “standard” application form and sends the content via email. The receiver may reply by email (or contact the applicant via contact details).
- URL
  - When the applicant clicks the “Apply” button, the applicant is directed from your BRANDERO Career Site to your recruitment system etc. Here the applicant may complete a form and send the application. You reply to the applicant from your recruitment system.
- Phone
  - The applicant sees your phone number and calls you. Here it is important to write down the applicant’s phone number so that you can make contact later.
- Post
  - The applicant sees your address and sends an application to you. You can write to the applicant or contact him/her via the applicant’s contact details.

### What if I do not receive enough applicants?

There may be many different reasons why you do not get enough applicants for your job ads. It may be the content of the ad, the way it is exposed, the market, or the timing of the ad etc.

You are welcome to contact our Support Team if you want to talk to us about your options.

## SEO and Google

### Can Google find my career site?

Thanks to your BRANDERO Career Site, you have a sophisticated SEO solution ensuring that search engines find your site and your job ads, which are thus exposed even better to both active and passive jobseekers.

The embedded SEO is based on a broad range of search word combinations including categories, locations, job types, and job titles etc. And long search words, based on user search patterns, target jobseekers even more precisely and direct them to your ad and site.

### Google Analytics

You can link your Google Analytics account to your career site. This element has not been added to back office yet, however until it has been added, you can send us the GA code, and we will add it to Google Tag Manager, which we use for all career sites.

## Terms and conditions

### Is my career site updated regularly?

Yes, it is! And therefore your career site will improve continuously and become more user-friendly to you as well as visiting jobseekers. We work continuously on improving the solution/platform, and there are many new features in the pipeline.

We always inform our customers of an update in order that they know about the improvements. When updating, we focus on maintaining uptime high so that you, your users and jobseekers do not experience downtime.

### What does a BRANDERO Career Site cost?

A career site is free – meaning that it does not cost anything to register and have an awesome and striking career site. But you pay for every job ad you post.

This does not apply to BRANDERO pilot customers, however, as their job ads via the Ofir job universe are free for an agreed period.

### Length of notice of termination?

You can terminate our business relationship at 1 day's written notice of termination at any time.

### Who is behind BRANDERO?

BRANDERO was developed by MatchWork World Wide A/S, which specialises in job portals and job search services and has more than 20 years of experience in this area.

MatchWork forms part of the listed group North Media A/S. The vision behind MatchWork is to develop the way in which enterprises and jobseekers meet. The very point of departure is the career site of the enterprise in question, coupled with efficient and targeted advertising of vacancies, which ensures that the jobseekers provided by job portals also apply and thus become attractive candidates for your enterprise.