

Recruitment Services 招聘策劃服務

The launch of *smartjob.com* was a significant event during 2012, effectively replacing the mid-level positioned *fuel* magazine with a brand new website, and the third recruitment product brand for the SCMP Group portfolio.

Targeting mid-level job seekers with our first digital-only recruitment product, *smartjob.com* reflects the need to appeal to a changing recruitment marketplace, and an increasing tendency for Generation Y job seekers to search for jobs online rather than in print. *smartjob.com* was launched in February with clear differentiating brand values and a distinctive iconic look, plus a powerful marketing campaign that got the new site off to a strong start, closing the year with over 20,000 job listings.

Hong Kong's leading recruitment newspaper, *Classified Post*, continues to be our staple breadwinner in the recruitment sector, and our team actively promoted the brand through the publication of 30 industry career supplements, through a high level HR event for 120 top clients, and through the publication of the 9th edition of our *HR Year Book* and a new *Management Trainee Guide* book. This was in addition to over a

dozen seminars and events geared towards building greater brand engagement with prospective employers and employees. While the professional job market saw a soft year in 2012, especially in the banking and finance sectors, we hope to experience a recovery during 2013.

Jiu Jik, our Chinese language recruitment title, was active during the course of the year with two job fairs, co-organisation or participation in a dozen seminars and exhibitions, 34 supplements and a new magazine style booklet: the *Top Employers Guide* for retail and catering job seekers. Retail recruitment remained relatively strong during 2012, and our leadership in the luxury and branded retail sector put *Jiu Jik* in a strong position to capitalise upon this.

Our strength in the education sector was boosted during the year with the launch of *EducationPost.com.hk*, a bilingual website featuring the most comprehensive postgraduate course listings in Hong Kong. We also enhanced education content in our other titles and created five education based events to reach out to students and deliver cross-over business value to our recruitment services products. ●



HR Networking Seminar
人力資源交流研討會

Jiu Jik x *smartjob.com* Recruitment
and Education Fair
招職 x *smartjob.com* 就業及升學展覽



In 2012 we launched *smartjob.com*, Hong Kong's new mid-level job site. 於2012年推出香港最新迎合中層員工的招聘網站*smartjob.com*。



二零一二年隆重推出*smartjob.com*，以全新網站有效取替定位中層求職市場之《fuel》，並為南華早報集團之第三個招聘策劃服務品牌。

首個純數碼招聘產品*smartjob.com*以中層求職者為目標，正反映需要迎合不斷變化之招聘市場，及Y世代求職者傾向透過網絡而非印刷廣告求職之趨勢日益普及。*smartjob.com*於二月推出，品牌定位明確，標誌設計別樹一幟，加上強勁之推廣宣傳活動，使該新網站強勢推出，於年終時已載有超過20,000個職位資訊。

香港之招聘刊物翹楚《Classified Post》繼續為本集團於招聘市場之主要收益來源，透過出版涵蓋30個行業職位之增刊，為120名尊貴客戶舉辦卓越人力資源活動，以及出版第九期《HR Year Book》及全新《Management Trainee Guide》書冊，積極宣傳推廣該品牌。此外，亦舉辦了

多個座談會及推廣活動，以加強僱主及僱員對品牌之參與。二零一二年專業職位之求職市場放緩，尤其在銀行及金融市場，期望於二零一三年有關市場將復甦。

中文招聘刊物《招職》於年內表現進取，曾舉辦兩次招聘會，合辦或參與多個座談會及展覽，出版34份增刊，以及出版對象為零售及餐飲求職者之全新小冊子《Top Employers Guide》。零售招聘市場於二零一二年仍相對強勁，集團於奢侈品及名牌零售市場之優勢讓《招職》從中增進收益。

於年內推出雙語網站*EducationPost.com.hk*，提供香港最全面研究院課程資訊，鞏固本集團於教育市場之實力。亦加強其他刊物之教育內容，舉辦五個教育相關活動與學生接觸，以加強招聘策劃服務產品之商業價值。



Education and Careers Expo 2012
教育及職業博覽2012

