



**Media release: 20 July, 2009**

### **CAREERONE.COM.AU BEGINS ROLLOUT OF MONSTER TECHNOLOGY**

The chief executive of CareerOne.com.au, Michael Harvey, today announced a raft of improvements to the site. The changes, which went live yesterday and offer significant benefits to both job hunters and advertisers, are the first stage of a phased transition to Monster's global platform.

Additional new or improved features and functionality on the site include:

- A new, simplified, home page, featuring Monster's proven search technology, leading to more relevant search results for candidates.
- The introduction of Quick Apply functionality making it possible for members to apply for jobs in less than 60 seconds
- A Globally Integrated Job Category and Occupation classification (Taxonomy) which allows job listings to be accessed by both domestic and international candidates, from any one of 52 international Monster sites.
- New standard and customised Job Detail Templates to help strengthen and reinforce employer branding
- Job listing enhancements which enable recruiters to add their logo or bold text so that job listings stand out amongst search results.
- Improved functionality of the Resume Database, making sourcing appropriate candidates easier, with advanced management tools that allow recruiters to email multiple candidates at once, rate and forward resumes, and set reminders.
- An entirely new Job Auto-Refresh function which automatically refreshes job listings after seven days, ensuring refreshed jobs appear higher in search results
- Enhanced reporting for both 'user' and 'administrator' reports, helping recruiters to better manage and control both job listings and company purchasing behaviour.

Mr Harvey said that the features launched today were beginning of a multi-stage roll-out of enhancements and product launches which would, for the first time, offer advertisers real choice in the market.

"When the partnership between News Limited and Monster Worldwide was announced, we were delighted by the response from recruiters and advertisers who clearly want more competition in the market.

"Today's announcement marks the first chapter in a journey that will see CareerOne fully transition onto Monster's world-class technology platform, enabling us to provide an unrivalled experience for both job hunters and advertisers.

“Over the past couple of years, we’ve worked hard to build our audience, attracting record numbers of visitors and positioning CareerOne as a credible challenger to the market leader.

“From today advertisers will find their jobs in front of job hunters faster than ever. They’ll have more tools to manage applications including the ability to filter out inappropriate candidates and to automatically send a letter that acknowledges receipt of an application.

“Job hunters will find it much easier to find and apply for their ideal job, whether it is in Australia or overseas. And our improved resume database will make it easier for good candidates to be found by employers.

“Today’s enhancements are the tip of the iceberg – we’re just getting started. In the coming months we’ll be working with Monster on the next phases of development.

“We’re looking forward to bringing new tools and enhancements to our website that will make a real difference to browsers and advertisers who use CareerOne.com.au.”

Branding on CareerOne.com.au has been updated to acknowledge that the site is now ‘Powered by Monster.’ There are no current plans to rebrand beyond this acknowledgement on the site.

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**For more information:**

Stephen Browning – CareerOne.com.au

(w) 02 8114 7850

(m) 0432 961 773

(e) [stephen.browning@newsdigitalmedia.com.au](mailto:stephen.browning@newsdigitalmedia.com.au)

**About CareerOne.com.au:**

CareerOne.com.au, one of Australia’s leading digital employment brands, is a 50/50 joint venture between News Limited and Monster Worldwide.

CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers, News Digital Media and Monster.com, creating a leading recruitment service with national and international reach.

With jobs listed on-site and an unrivalled collection of career advice, articles, and resources, CareerOne.com.au provides first-class information and support tools for people looking for jobs wherever they are at in their career

CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.