

Banner Rate Card

BRIGHTERMONDAY KENYA
2020

Mission

To be Kenya's most user-centric and transparent career platform; where we connect the right candidates with the right opportunities.

Vision

To be the leading source of talent in our markets by providing a platform through which Job search and talent acquisition is simplified.

- Reach Kenya's largest jobseeker audience instantly on the internet and mobile phones.
- Receive applications on the Application Tracking System (ATS).
- Edit your job listings anytime.
- Customize how your job listing is targeted by category, location, salary level and more.
- Get tailored recruitment services.
- Promote your brand as the preferred employer.
- Attract the best talent, both local and International.

Sessions

+10.8m

Users

+2,7m

Page Views

+51m

New Users

+2,6m

Avg. Session Duration

5min

Page / Sessions

5

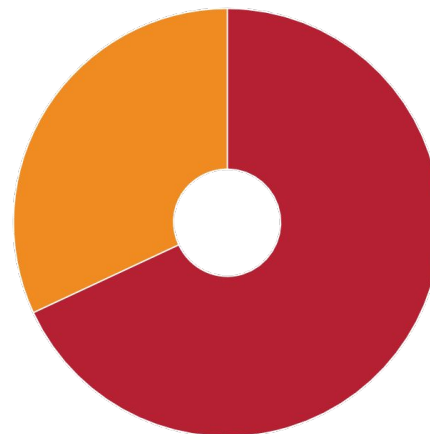
Sessions Per User

4

Bounce Rate

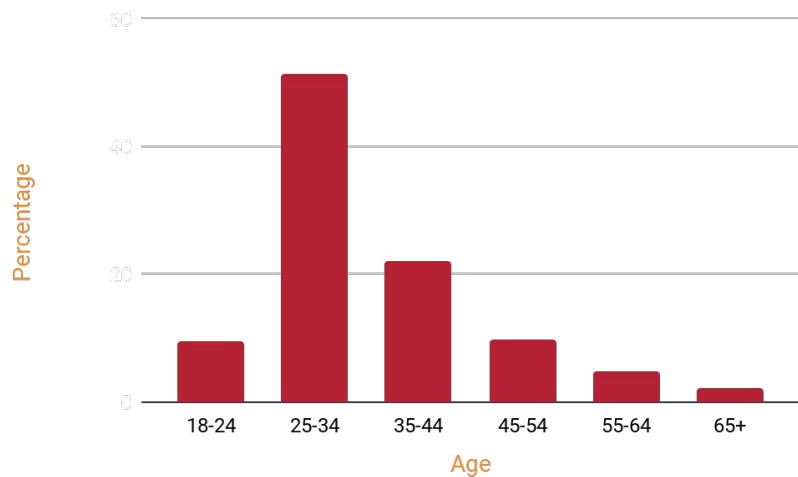
35%

● New Visitor ● Return Visitor



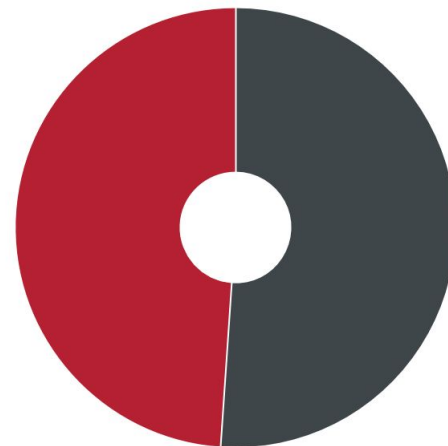
★ Source: Google Analytics

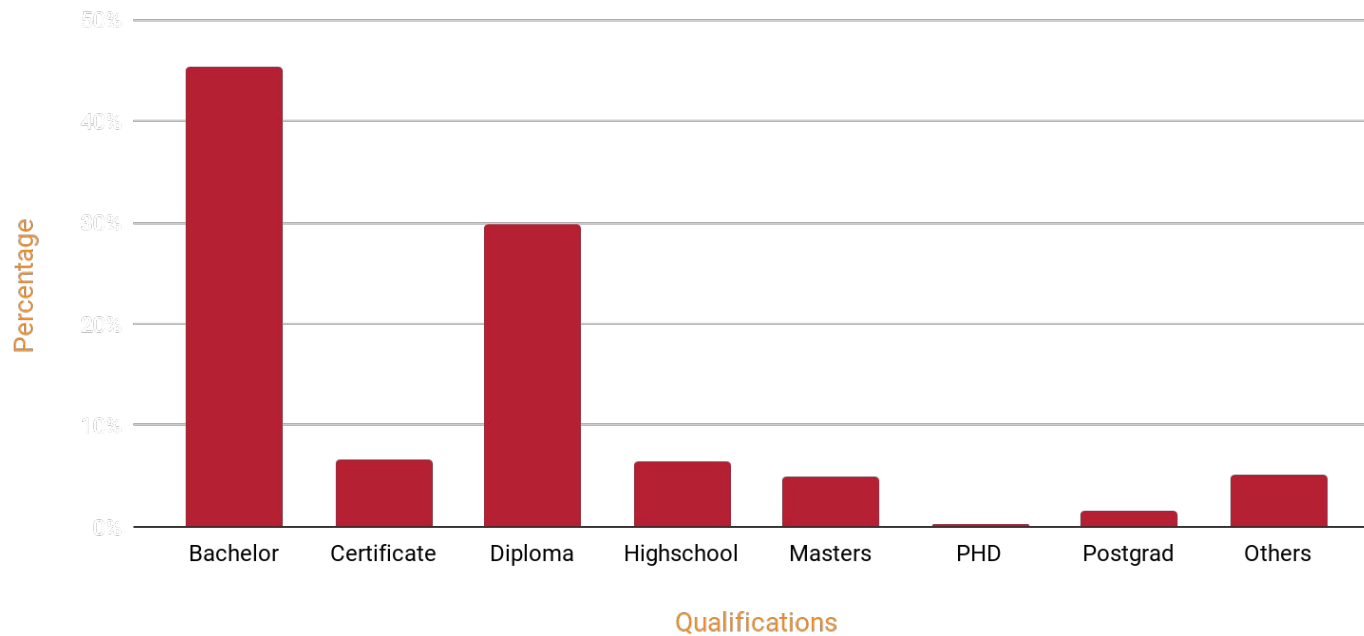
Age

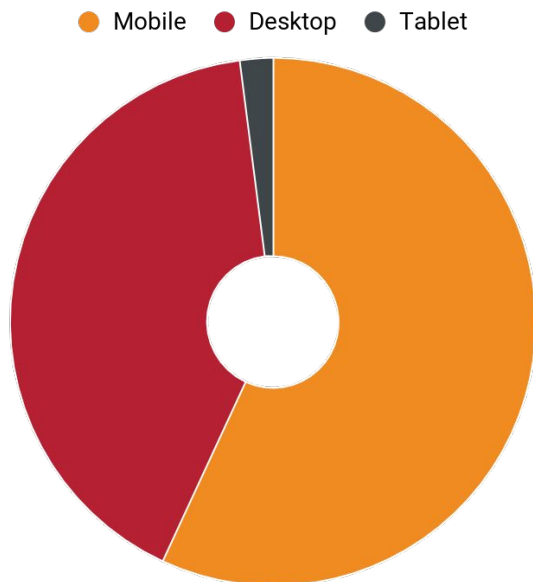


Gender

- Male
- Female

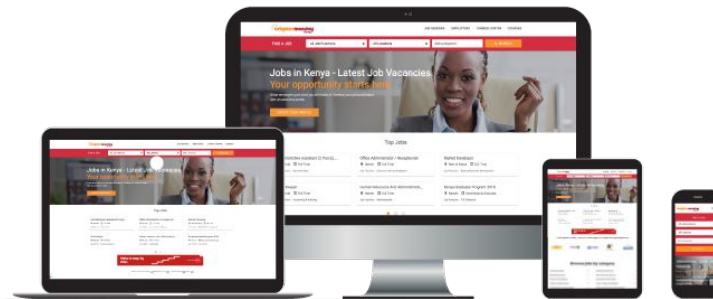


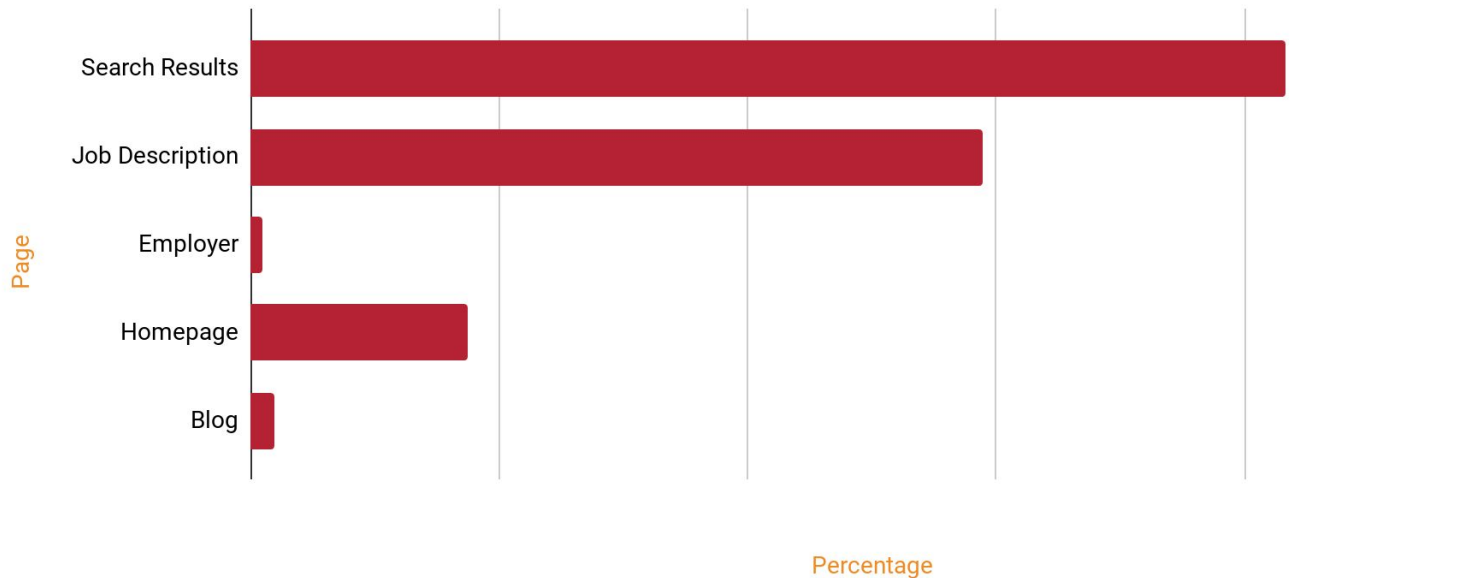




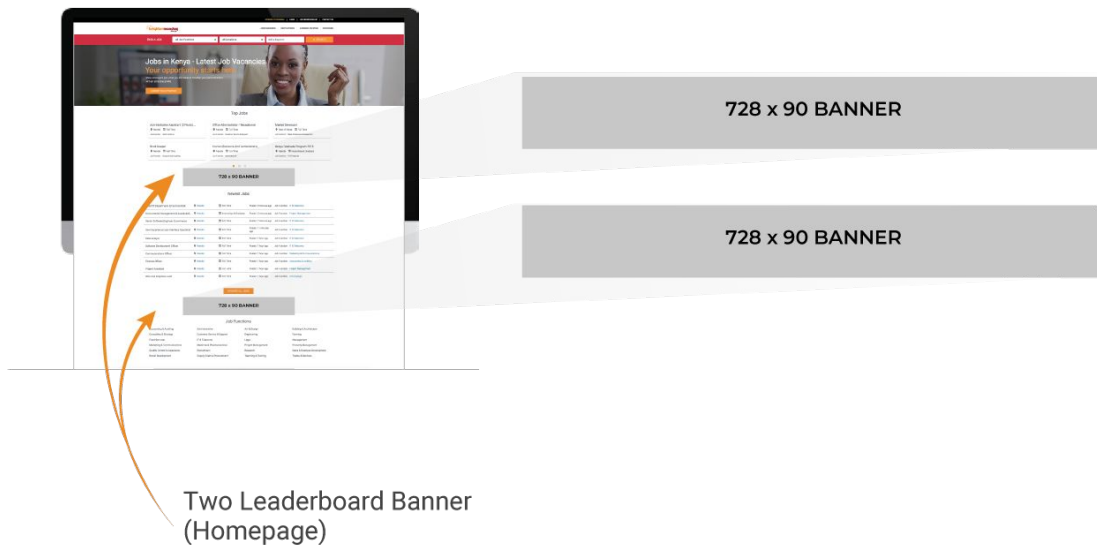
★ We have a higher mobile usage audience.

Device Category	Session
Mobile	+6,1m
Desktop	+4,4m
Tablet	+220k

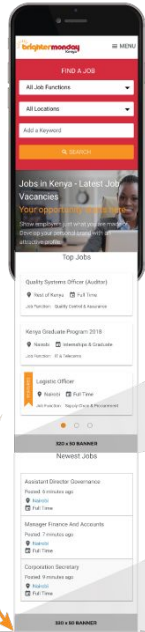




★ These are the top pages consumed by our users.



- ★ There are two banner slots available on the homepage.



Similar Banner

320 x 50 BANNER

320 x 50 BANNER

★ There are two banner slots available on the mobile homepage.

SEARCH PAGE BANNER COSTS (DESKTOP)

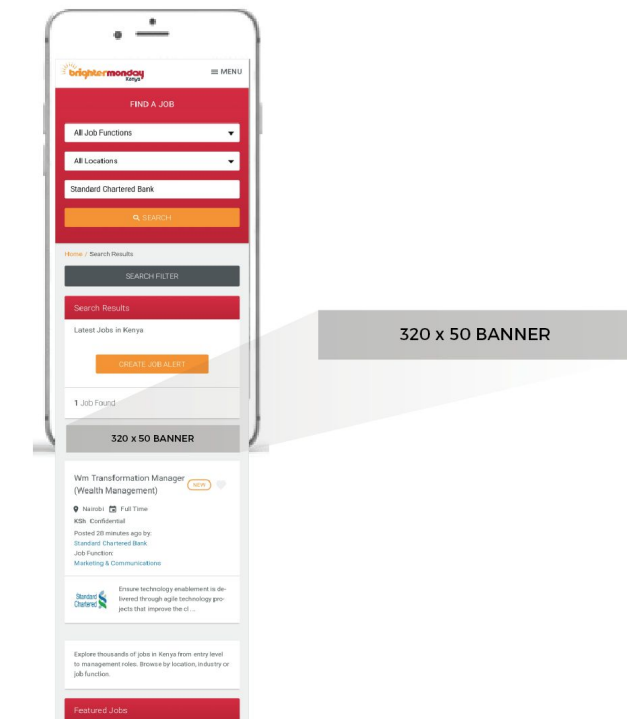


The image shows a desktop view of the BrighterMonday search page. The page layout includes a top navigation bar, a search bar, and a main content area with job listings. Several banners are overlaid on the page:

- A large banner at the top of the job listings area, labeled "728 x 90 BANNER".
- Two smaller banners, each labeled "300 X 250 BANNER", positioned below the large banner.
- A "Similar Banner" callout points to a banner within the job listing results.

Job listings visible include:

- Administrator**: Full Time, With Confidential, Posted 8 minutes ago by Summit Recruitment & Search, Job Function: IT & Telecom.
- Chief Pharmacist**: Full Time, With Confidential, Posted 8 minutes ago by Summit Recruitment & Search, Job Function: Medical & Pharmaceutical.
- Executive Project Assistant**: Full Time, With Confidential, Posted 13 minutes ago by Summit Recruitment & Search, Job Function: Administrative.
- Customer Speaking Expert - Sales Consultant**: Full Time, With Confidential, Posted 14 minutes ago by Summit Recruitment & Search, Job Function: Sales & Business Development.
- Technician**: Full Time, With Confidential, Posted 23 minutes ago by Summit Recruitment & Search, Job Function: IT & Telecom.
- Engineering Interns**: Internships & Graduate, With: 1-12,400, Posted 23 minutes ago by Summit Recruitment & Search, Job Function: Building & Construction.



- ★ There is one banner slot available on the mobile search page.

LISTINGS PAGE (DESKTOP)



Marketing Executive
Summit Recruitment & Search
Marketing & Communications

3 days ago

JOB SUMMARY
Our client is a niche based Manufacturing Company with its headquarters in Karen runs an e-commerce website and is going international.

- Minimum Qualification Bachelor
- Experience must be at least
- Experience length 3 years

JOB DESCRIPTION
The client is currently seeking to recruit a Marketing Executive who will play an important function role in building sales through both its physical retail stores and the e-commerce channel recognising therefore that online communication plays a differing offline sales and vice versa and the importance of consistency across channels and markets, to play a central role in brand development. The ideal candidate MUST have experience in online marketing including social media management within an e-commerce environment.

Key Responsibilities:

1. Review all aspects and manufacturers of the Desktops brand ahead of investment in both offline and online marketing, to ensure a solid platform for sustainable growth.
2. Implement the sales and marketing plan including project management of creation of content and other marketing collateral for use across all channels including social media.
3. Ensure consistency of product merchandising and promotional activity across physical retail.
4. Manage external third party agencies when appropriate.
5. Implement a Customer Relationship Management (CRM) programme for the business to build deeper customer relationships and increase repeat sales.
6. Use CRM and for analysis data to prepare a monthly performance report that evaluates e-commerce and physical retail marketing campaign performance.
7. Research market competitors and study trends in related submarkets for examples of best practice.
8. Ensure content across online channels is current and accurate.

Qualifications:

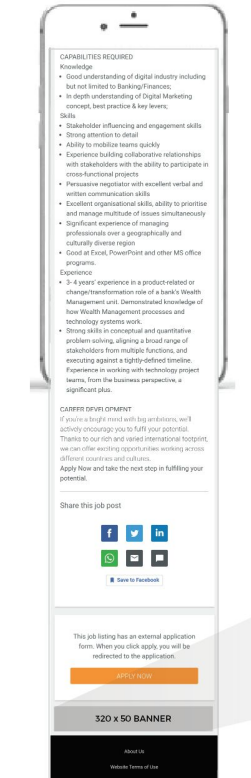
- Must have a business degree with a marketing major.
- Must have over 3 years marketing experience with specific experience of online marketing, including social media management within an e-commerce environment, including use of Google Analytics, Facebook Business Manager.
- Strong verbal and written communication: able to clearly articulate ideas and instructions.
- Highly organised with excellent analytical and creative problem-solving skills.
- Strong people and project management skills.
- Strong attention to detail, committed to quality.
- Effective at task delegation and time management.
- outgoing, energetic, upbeat, results oriented.
- Team player, collaborative and approachable.
- Proven work ethic, matched with customer integrity.
- Goal oriented, a self-starter with great initiative.

Monthly Gross Salary: Kshs. 70,000 – 85,000+ (Approx. 900 – 800 USD) depending on experience and qualifications.
Deadline: 23rd May 2018.

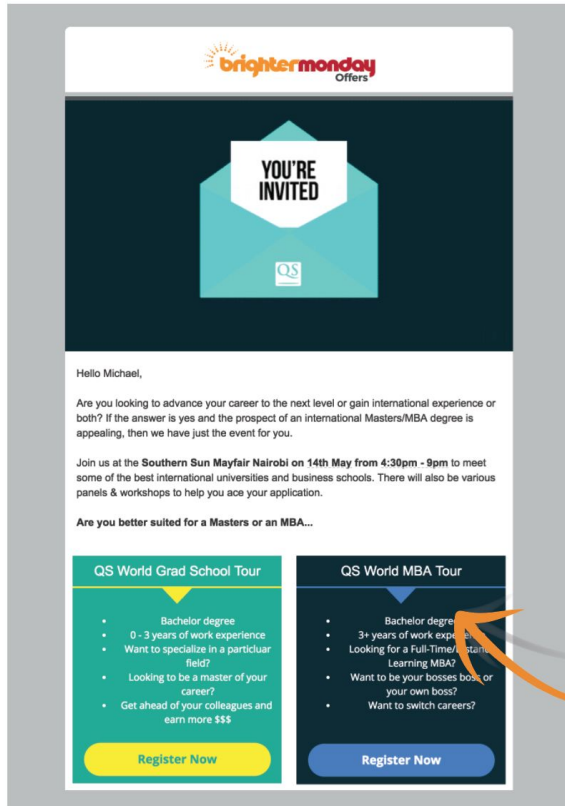
We endeavour to make contact with all of our applicants, but unfortunately high volumes of applications make this unrealistic. If you do not hear from us within two weeks your application has not been successful in this instance. The client will reach out only if considered for future roles. Applications based on your CV and job based and apply for positions that match your skills and experience.

300 X 250
BANNER300 X 250
BANNER

★ There is one banner slot available on the desktop listing page.



★ There is one banner slot available on the mobile listing page.



brightermonday
Offers

YOU'RE INVITED

QS

Hello Michael,

Are you looking to advance your career to the next level or gain international experience or both? If the answer is yes and the prospect of an international Masters/MBA degree is appealing, then we have just the event for you.

Join us at the Southern Sun Mayfair Nairobi on 14th May from 4:30pm - 9pm to meet some of the best international universities and business schools. There will also be various panels & workshops to help you ace your application.

Are you better suited for a Masters or an MBA...

QS World Grad School Tour

- Bachelor degree
- 0 - 3 years of work experience
- Want to specialize in a particular field?
- Looking to be a master of your career?
- Get ahead of your colleagues and earn more \$\$\$

Register Now

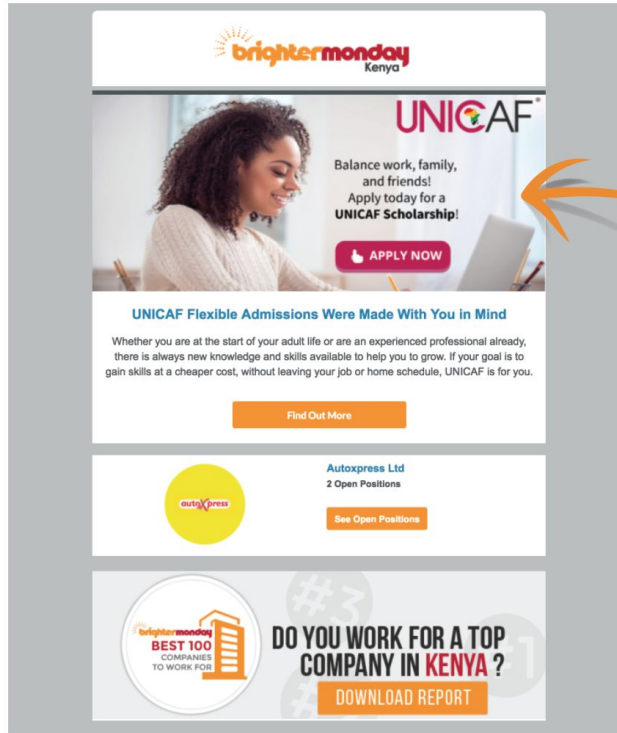
QS World MBA Tour

- Bachelor degree
- 3+ years of work experience
- Looking for a Full-Time/Part-Time Learning MBA?
- Want to be your bosses boss or your own boss?
- Want to switch careers?

Register Now

Dedicated
Communication

- ★ Dedicated & customised email to our full database. Maximum 2 a month.



Email Banner Ad

- ★ We include an Email banner in our weekly emails.
- Three slots are available per week.



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BrighterMonday Kenya



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