





# Digital Marketing Services

Africa's solution to bridging the talent gap


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 To continue to serve you better, we've reviewed our prices. Hire right, Hire the Jobberman way!

## Explore and discover the right job for you!

All Job Functions

All Industries

All Locations

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[Kumasi & Ashanti Region](#)
[IT & Telecoms](#)
[Rest Of Ghana](#)
[Accra & Tema Region](#)
[NGO, NPO >](#)

### Find the right job vacancies in Ghana


**Accounting, Auditing & Finance**  
 124 Jobs  
[Explore Jobs →](#)

**Building & Architecture**  
 2 Jobs  
[Explore Jobs →](#)

**Marketing & Communications**  
 159 Jobs  
[Explore Jobs →](#)

**Driver & Transport Services**  
 7 Jobs  
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**FOR EMPLOYERS**  
**Searching for the right talent?**  
 We have over 700,000 job-seekers across all levels, right for your organisation!  
[Learn More](#)



### Explore jobs in Ghana by job function

Accounting, Auditing & Finance	Estate Agents & Property Management	Medical & Pharmaceutical
Admin & Office	Farming & Agriculture	Product & Project Management
Building & Architecture	Food Services & Catering	Quality Control & Assurance
Community & Social Services	Health & Safety	Research, Teaching & Training
Consulting & Strategy	Hospitality & Leisure	Sales
Creative & Design	Human Resources	Software & Data
Customer Service & Support	Legal Services	Supply Chain & Procurement
Driver & Transport Services	Management & Business Development	Trades & Services
Engineering & Technology	Marketing & Communications	

# JOBBERMAN.

com.gh

**JOBBERMAN GHANA** reaches all professionals in Ghana online & offline since 2012 under one digital brand that stands for trust, progressiveness, high-quality and dynamic presence across all channels.

It's owned by **Ringier AG**, a global media group, headquartered in Zurich, Switzerland. Operating **105 brands in 20 countries.**

**JOBBERMAN** | Recruitment **Solutions**



# The African Talent Company (TATC)

The African Talent Company (**TATC**) is a **Joint Venture of SEEK Ltd**; the largest careers company in Australia and Ringier AG; the largest international Swiss Media company. TATC was formerly known as Ringier One Africa Media (ROAM) Jobs.

**TATC's vision is to bridge the African talent gap by developing and connecting great African talent to work opportunities.** We are deeply committed to Africa and have developed market-leading online job-matching platforms across sub-Saharan Africa over the past 10 years. TATC has developed job-matching platforms in Nigeria, Ghana, Kenya and Uganda.

With a database of over 100,000 employers registered across Africa, we have a deep understanding of the labour market skills gap across both industries and functions. We have a real time perspective on the skills employers want, and the skills job seekers lack; especially the youth and recent graduates.

We share technology with our sister companies across Europe, Asia and Australia. Our data-driven approach enables us to have a factual comprehensive overview of the labour market in all of the markets we operate in.

**Our evolution into the African Talent Company comes with an expanded mandate, including a core focus on partnerships which will see young people upskilled at scale and placed into decent livelihoods**





# Cross-Border Services: Jobs

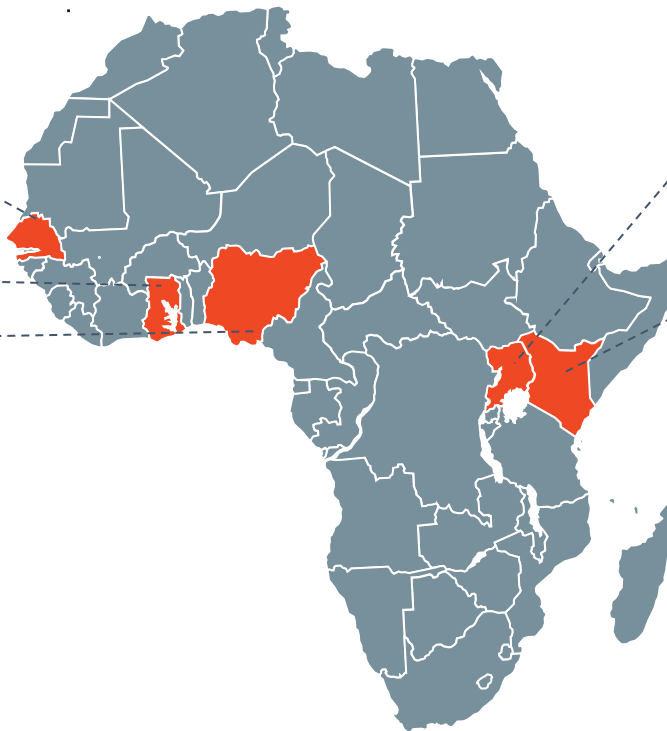


**Recruitment:**  
Executive  
Recruitment



**Recruitment:**  
Job listings  
Best Match  
Assessments  
Pro Recruit  
Executive Recruitment

**HR solutions:**  
Training  
Performance management  
Outsourcing  
Salary Survey  
Employer branding  
Talent management



**Recruitment:**  
Job listings  
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Executive Recruitment

**HR solutions:**  
Training  
Performance management  
Outsourcing  
Salary Survey  
Employer branding  
Talent management



# Our Numbers



Jobberman Ghana is the #1 Jobs portal in Ghana with a long track record of happy handshakes.



Seeker Profiles  
**+ 811,000**



Registered Employers  
**+28,000**



Applications per Job  
**+100**



Job Applications Yearly  
**+580,000**



# OUR TARGET AUDIENCE

Jobberman Ghana has a diverse user base which spans from :

- Entry Level Graduates
- Mid-Career Professionals
- Senior Executives
- Business Decision Makers

With varying degrees of experience, industry expertise and income levels, our users have the right qualities most employers seek.





## Key Takeaways



Majority of our applicants are under 50 and thus represent the future of the market.

These are audiences that are likely to enrol in a post-graduate qualification.



The bulk of our seekers earning over **GHC 800** per month.

These seekers are likely to upgrade their qualifications to enable them to earn more.



We support a broad and diverse labour market in Ghana.



We have highly skilled and qualified candidates to leverage on and their network.  
**(Referral based campaigns advised)**





Our understanding  
of your needs

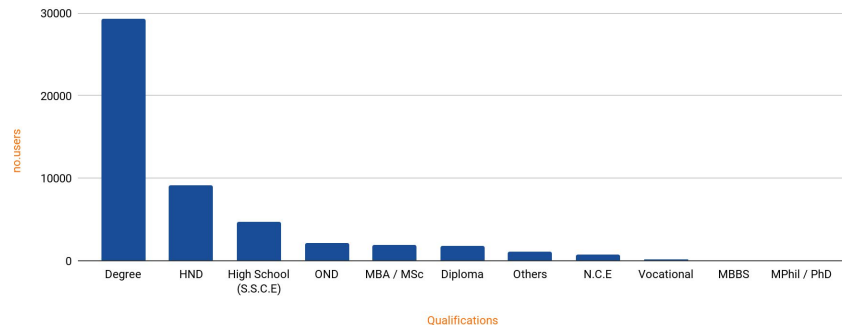




# OUR AUDIENCE DEMOGRAPHICS



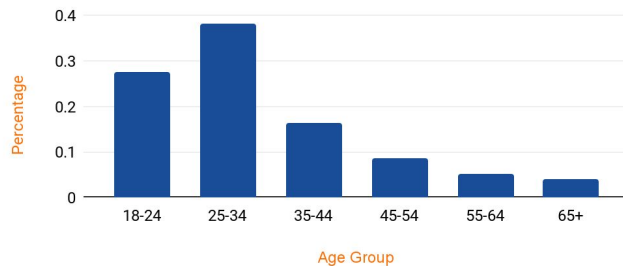
Education Metrics



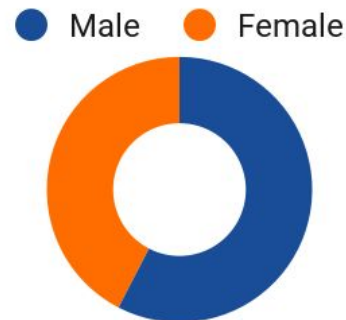
Salary Metrics



Age Metrics



Gender Metrics





# THE STRATEGY: ADVERTISEMENT



<b>Channels</b>	<b><i>Paid Ad Placement:</i></b> <i>Website Ad Placement</i>	<b>Tactics</b>	<i>This will be a mix of weekly and daily placement for effective communication and reduce advertiser fatigue.</i>
<b>Ad Hoc Channel</b>	<b><i>Employer Targeted Email Newsletter &amp; SMS Blast</i></b> <i>Dedicated Blast</i> <i>Newsletter Placement</i>  <b><i>Content Marketing: Jobseeker &amp; Employer Targeted</i></b> <i>Social Media Placement</i> <i>Bespoke Blog Content</i>		
<b>Control</b>	<i>Monthly reports will be shared based on placement, in addition to the final report at the end of the tenure of this campaign.</i>		

Sessions  
**+3.1 m**

Users  
**+920k**

Page Views  
**+17.1 m**

Page /  
Sessions  
**6**

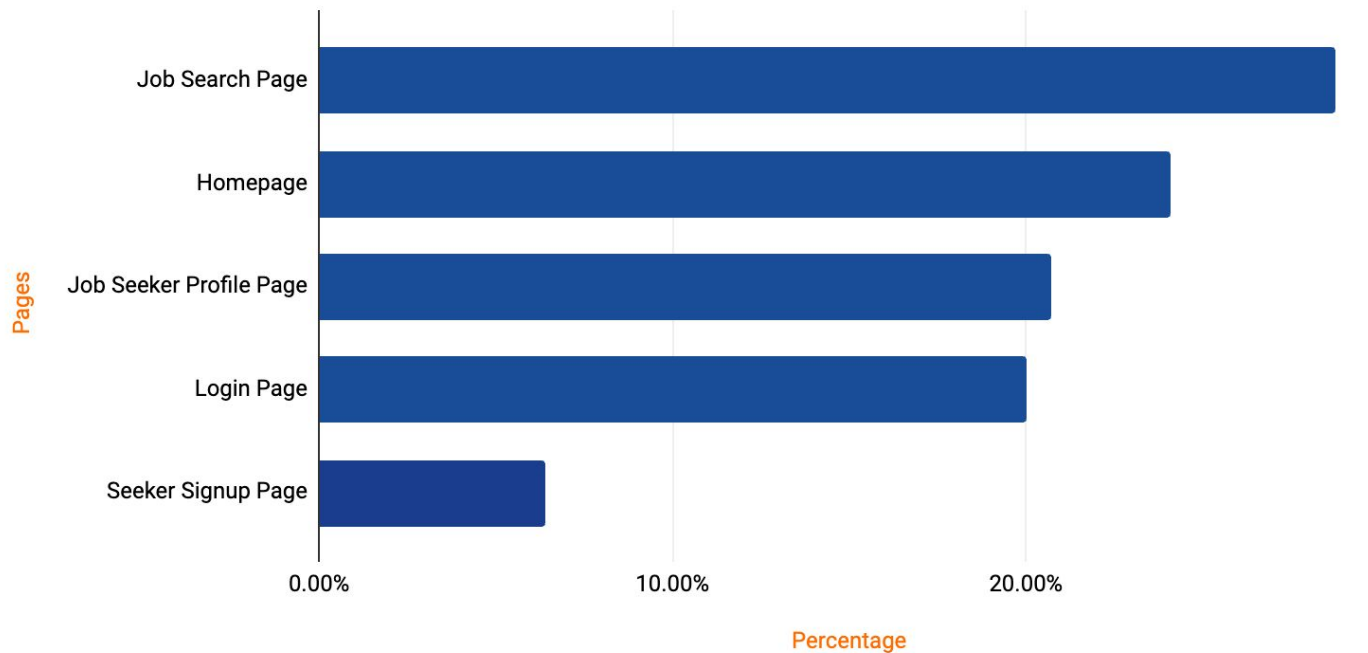
Avg. Session  
Duration.  
**5 min**

Bounce  
Rate  
**35%**

Session Per  
User  
**3.3**



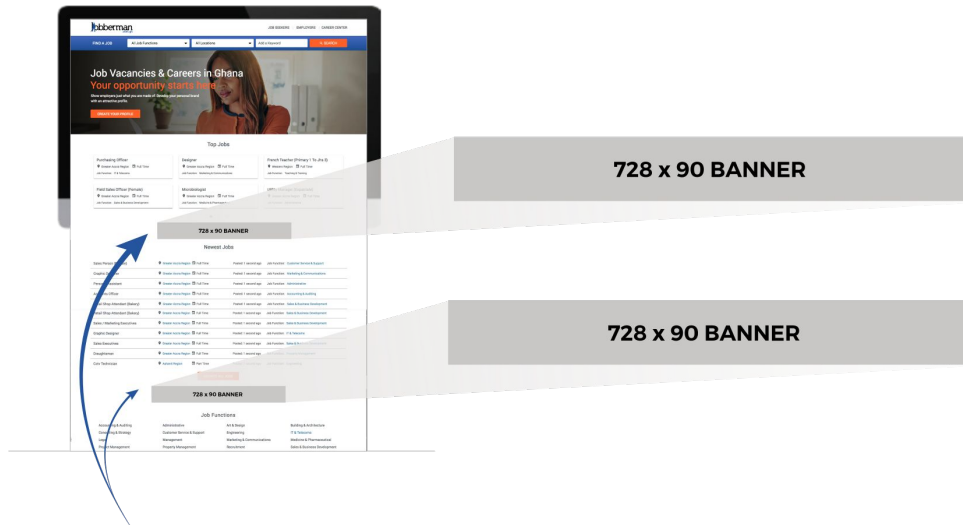
# TOP CONSUMED CONTENT



★ These are the top pages consumed by our users.



# HOMEPAGE BANNER COSTS (DESKTOP)



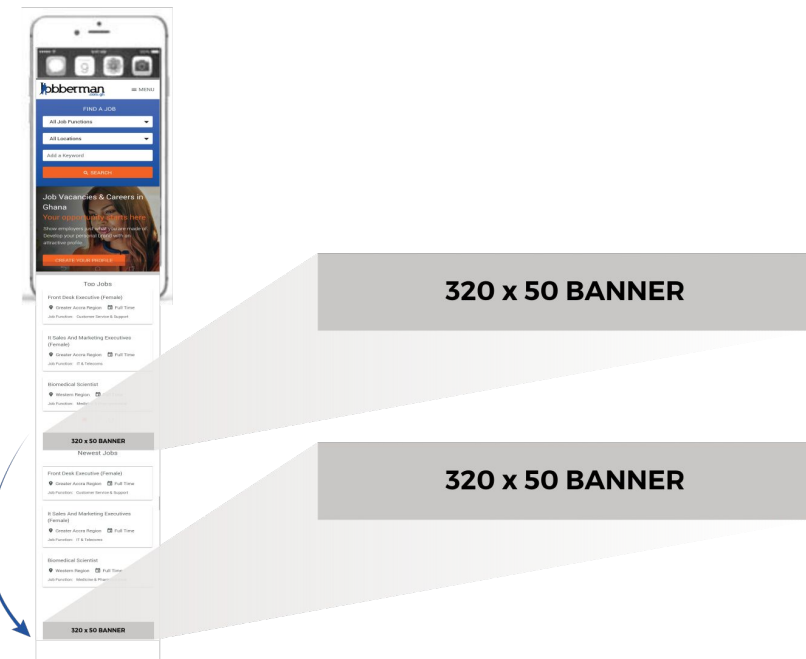
Two Leaderboard Banners  
(Homepage)

- ★ There are two banner slots available on the homepage.
- ★ The cost covers both desktop and mobile.

Top Banner (728*90px)	<b>Ghs 6000/ \$500</b> per Month
Bottom Banner (728*90px)	<b>Ghs 4800/ \$400</b> per Month



# HOMEPAGE BANNER COSTS (MOBILE)

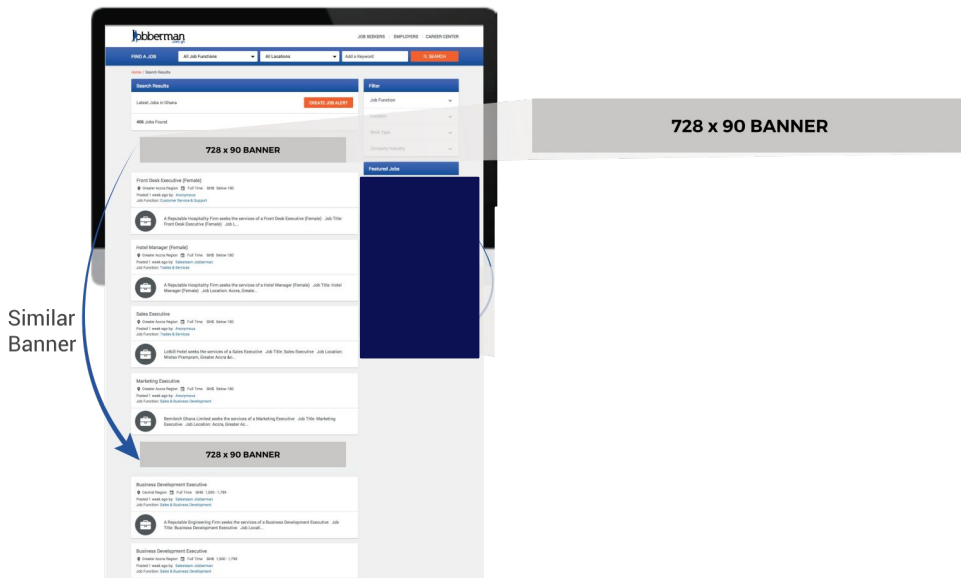


Top Banner (728x90px)	<b>Ghs 6000/ \$500</b> per Month
Bottom Banner (728x90px)	<b>Ghs 4800/ \$400</b> per Month

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



# SEARCH PAGE BANNER COSTS (DESKTOP)



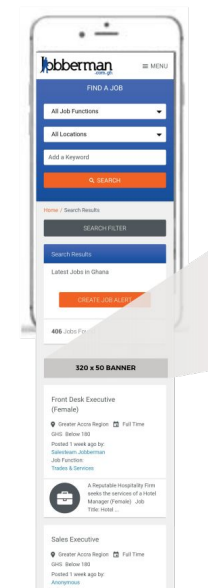
Top Package (728x90px)	Ghs 7,200/ \$600 per Month
Mid - Search Results (728x90px)	Ghs 5,400/ \$450 per Month

★ The cost covers both desktop and mobile.





# SEARCH PAGE BANNER COSTS (MOBILE)



**320 x 50 BANNER**

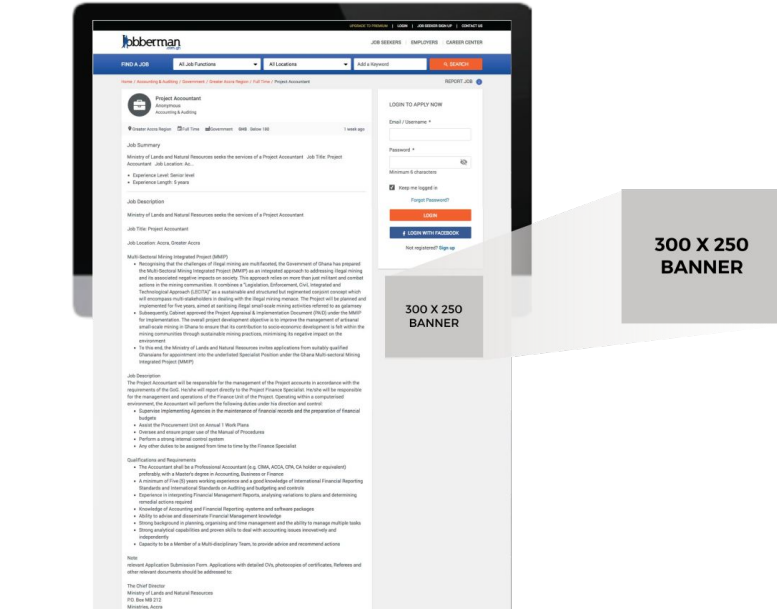
Side Banner  
(300x250px)

**Ghs 5,400/ \$450**  
per Month

- ★ There is one banner slot available on the mobile search page and is only available when you purchase the 'Top Package'.



# LISTINGS PAGE (DESKTOP)



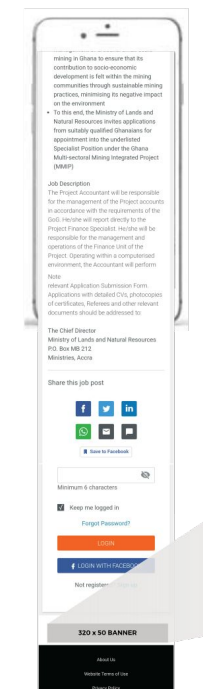
Side Banner  
(300x250px)

**Ghs 4800/ \$400**  
per Month

★ The cost covers both desktop and mobile.



# LISTINGS PAGE (MOBILE)



**320 x 50 BANNER**

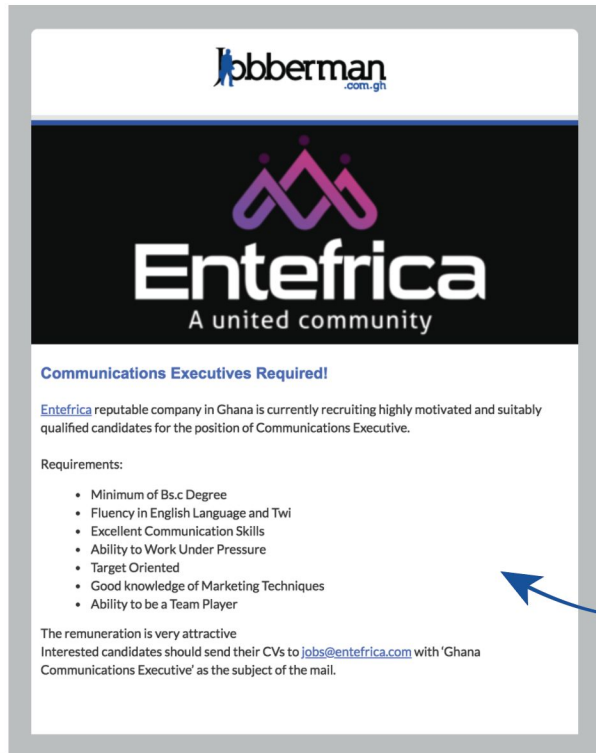
Medium Rectangle  
(300x50px)

**Ghs 4800/ \$400**  
per Month

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



# DEDICATED EMAIL BLAST COSTS



Dedicated  
Communication

Jobseeker Blast/Email	<b>Ghs 6000/ \$500</b> per Mail
Employer Blast/Email	<b>Ghs 7,200/ \$600</b> per Mail

- ★ Dedicated & customised email to our full database.



# EMAIL BANNER AD COSTS



The screenshot shows an email banner with three distinct sections. The top section, titled 'CAREER DEVELOPMENT VS CAREER GROWTH', features an illustration of a person climbing stairs and a 'Read Here' button. The middle section is for 'United Bank for Africa Plc' with '2 Open Positions' and a 'See Open Positions' button. The bottom section is for the 'QS World MBA Tour', featuring a photo of a man, the text 'Learn More to Earn More', and a 'Register Here' button. A blue arrow points from the 'Email Banner Ad' label to the bottom section of the banner.

Email Banner Ad

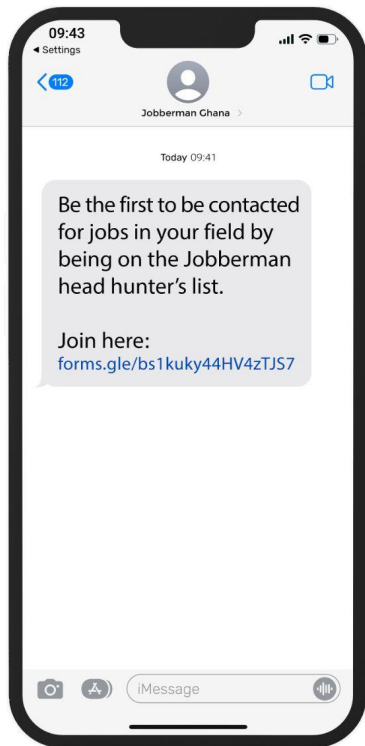
Jobseeker Blast/Email	<b>Ghs 4800/ \$400</b> per Banner
Employer Blast/Email	<b>Ghs 5,400/ \$450</b> per Banner

★ We include an Email banner in our weekly emails.

Three slots are available per week.



# SMS BLAST COSTS




Jobseeker Blast/Email	<b>Ghs 5400/ \$450</b> per Blast
Employer Blast/Email	<b>Ghs 4000/ \$400</b> per Blast

- ★ Dedicated & customized SMS to our full database.





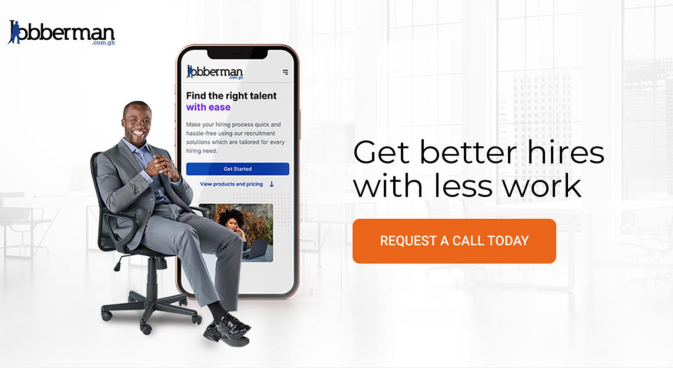
# SOCIAL MEDIA POSTS

**Jobberman Ghana**  
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Do you know that most often top-level roles are not advertised?

Yes! Most top-level roles are headhunted.  
Want to be the first to be contacted for top-level roles?

Join the head hunter's list today.  
[#jobs #jobbermanghana](#)



Jobberman

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View products and pricing



Get better hires with less work

REQUEST A CALL TODAY


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Join the head hunter's list today!


Learn more

  Jobberman Ghana and 2K others

26 Comments 2 Shares

 Like

 Comment

 Share

Medium Rectangle  
(300x50px)

**Ghs 3000/ \$250**  
per Month



Social media post on 1 platforms with  
boost feature.



# Our Clients Across Industries





If you would like to partner  
with us on our mission,  
you can reach us at:



[info@jobberman.com.gh](mailto:info@jobberman.com.gh)



[www.jobberman.com.gh](http://www.jobberman.com.gh)



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