Emsi

Jobfeed
A Better Way of Engaging Employers

For any college looking to engage employers for apprenticeships, identifying which employers are looking to hire is invaluable. Yet trawling through job postings sites to find out who is currently employing is an arduous task. Is there a way to make this process simpler and with better returns?

The answer is yes. Emsi is partnering with Text Kernel to bring you their *Jobfeed* tool – an online job aggregation site with a number of features that eliminate the hard work for colleges seeking new and better ways of identifying employers for apprenticeships, community partnerships, business development, and general analysis.

By pulling job postings from **over 25,000 sites**, *Jobfeed* is the most advanced lead generation product in the UK, and the potential it gives colleges to identify and engage employers that are looking to hire, but without the need for hours and hours of research, is huge. *Jobfeed* allows colleges to:

- **Search for any occupation in the country using a variety of parameters including region**

- **Filter out anonymised postings from recruitment agencies, to find named employers directly**

- **Set a search timeframe going back as far as five years**

- **Save searches and set up automated email updates on a daily, weekly or monthly basis, saving colleges hours of research time**

- **Bring up the complete text of any job advert for the chosen timeframe, giving users the ability to check the skills requirements for each occupation**

- **Export information from the tool to Excel, making data collation, integration with CRM, and sharing within the college a simple task**

With its ability to hone in on the employers that are most likely to respond positively to an approach, we are genuinely excited by the benefits this tool will bring to any college seeking a better way of engaging employers.

To see for yourself how the tool might benefit your college, we have put together a short video running through the basics: **vimeo.com/emsiuk/jobfeed1**