

# Custom design

Make your company profile on Profesia.sk perfectly fall in line with your HR marketing strategy.



**To differentiate yourself and be memorable is an important part in the quest for new employees. Convince job seekers that you are the right employer to advance their career.**



#### **Differentiate from competitors**

How to stand out among thousands of job ads? Stay loyal to your employer brand and present yourself with your logo, colours, photos or video. Job seekers will see it all over your company profile page and every job advert.



#### **Be visible**

Be authentic and use your company tone of voice. Show your company culture via videos or employee's statements. Over 40 % of job ads on Profesia.sk do things their way and use Custom design.



#### **Design your company profile**

Do you want to introduce your company, show off your history, name the benefits or express your values? Or everything at once? Choose from our add-on services which will help you to tell your own story.



#### **Attract attention to your job adverts**

Job seekers come to Profesia.sk mainly for new job opportunities. Your job ads should be the focus of your company profile, so they could attract attention at first sight.

# What are the benefits of Custom design?

**Company subpage** according to your needs:

- your company profile in your company design on Profesia.sk
- search field on the left stays put
- you can use your company colours, logo, photos, graphics
- connect your career page to your social media

**Job adverts** in your company design:

- every job ad will be in your company design
- you can add and structure your sections
- emphasize your job ads with photos, graphics or with the use of your company colours
- talk to your applicants with your language like you do on your own website or in other materials



## Voľné pracovné miesta

*v tíme Profesia*



Data Scientist pre Profesia.sk  
Pribinova 19, Bratislava



HLADÁ SA ALFONZ/ALFONZKA na Profesia days Bratislava  
INCHEBA, a.s., Viedenská cesta, Petržalka

## Kto sme

Už **23 rokov** sprevádzame ľudí na ceste k novej práci. Naším poslaním je prinášať odpovede na všetky otázky o práci.

## Building your employer brand on the current labour market is necessary

Why do HR marketing and employer branding play an important part in your hiring strategy? The labour market has limited resources and companies need to fight for the best employees. Investing in your employer brand communicates stability, confidence and potential.

**Unified and clear communication** of your employer brand can help you:

- attract talent more easily
- differentiate from competitors
- increase retention of current employees
- save costs and time from the long-term point of view
- make your employees proud

**„Over 80 % of HR specialists think that recruitment is moving closer to marketing. Employer branding also becomes more prominent in the ability to attract new talents. Unified and clear communication throughout all channels can help build trust of job seekers and potential employees.“**



**Peter Nagy**  
Branding Specialist  
for Profesia

## Add something extra to your Custom design

Customize your design with various elements that help introduce your company better.

### Subpages

- create subpages on your company profile and work with more content comprehensibly
- define important topics that you want to present to your job seekers and emphasize them with their own subpage. For example: about our company, benefits, our values, company culture, etc.

### Language version

- the option to change the language versions in your company profile

### Design export

- bring your employer brand to another level and create your own career page at [vasafirma.profesia.sk](https://vasafirma.profesia.sk)
- white labeled page without Profesia visual elements and logo

### Video in your company profile

- enhance your company profile with video

### Map

- overview of free jobs on the interactive map based on their location
- useful, if you offer jobs in various locations

### You can choose:

- Basic map – divided by region, the map is in your company colours
- Custom map – map designed by your needs and requirements

### Photo gallery / Slider

- show your office space, company events or employees
- you can add up to 10 photos that will paint the picture what your company culture looks like

### Search field / combined search field

- if you advertise large number of job ads, you can add search fields into your profile
- for example: job, location, or your own search criteria

### Job ads categorization

- if you advertise large number of job ads, you can categorize them. Make them more comprehensible and easier to find

### Custom categories

- differentiate categories with photos and texts
- aim more accurately at your target groups, talk to them in their own language

## These companies also use Custom design



**Contact us at [obchod@profesia.sk](mailto:obchod@profesia.sk)  
or +421 2 33 00 67 91**