

s1JOBS CLIENT CASE STUDY TESCO - SHOPPING FOR STAFF

Background

Tesco is the UK's no.1 retailer, with sales in excess of £37 billion. And as the nation's largest private sector employer it demands that its recruitment partners meet its expectations in terms of both quality and value.

Tesco chose s1jobs to advertise a number of management vacancies within its Scottish stores.

The activity

The campaign ran for three months and featured a banner ad on the retail section of s1jobs, as well as a package of 44 vacancy listings. The banner linked directly to Tesco's corporate recruitment site. Positions advertised ranged from Security Manager in Glasgow to Section Manager in Inverness.



Tesco Company Profile

The results

The campaign resulted in 3,949 click-thru's to the Tesco site – an average of 90 referrals per vacancy.

Our managers oversee everything
from introducing new products



and motivating the store team
to ensuring customer satisfaction.



So it's only fair we help them out
with the odd promotion.



Click here for Nationwide
Management opportunities.



Tesco banner ad

Success **s1jobs.com**

Scotland's no.1 recruitment site