

➔ Why mobile...for recruitment

Mobile phones are a huge part of our daily lives, and an extension of ourselves. We can be productive, social or relax, depending on which app we open.

What's more, our mobiles continually learn about our preferences, habits and interests, building an understanding of who we are, without identifying us as individuals.

It's this anonymous, GDPR compliant, profile of users which makes mobile advertising so effective.

You can reach a broad, but still highly targeted, bespoke audience at anytime, anywhere.

This goes far beyond the capabilities of more traditional media, meaning your target market is more likely to be aware of your key messages and your ad spend is directed to the right places.

Senior or principal structural engineer (adwp consulting engineers)

1912 Hill, Sunny Bank Mills, Town Street, Parley, L34

Job type - Full-time

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About this job

Dynamic and optimistic in their approach, we are looking for an ambitious and well rounded principal or senior structural engineer who can identify innovative and cost effective strategies and design solutions.

Qualifications

- In depth building construction knowledge
- Motivated, collaborative, passionate
- Reliable and enthusiastic
- An analytical and detailed approach to work
- A confident team player with superb interpersonal skills

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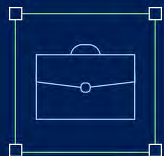
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You might be interested in this role.



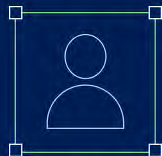
Mobile applications **took over** desktop in 2020.



1 billion job searches are done each month on mobile.



67% of candidates apply via mobile phone.



Only **13%** of **recruiters** have invested enough in mobile marketing.

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➔ Mobile customer journey

Regardless of purchase weight/level of consideration, mobile plays a fundamental role in consumer research and consideration.



Awareness

Mobile phones play a key part at the research stage for job seekers.



Interest

Repeated brand exposure aimed at the right audience/s can result in increased levels of engagement.



Consideration

An engaged audience is more likely to take the next step towards action.

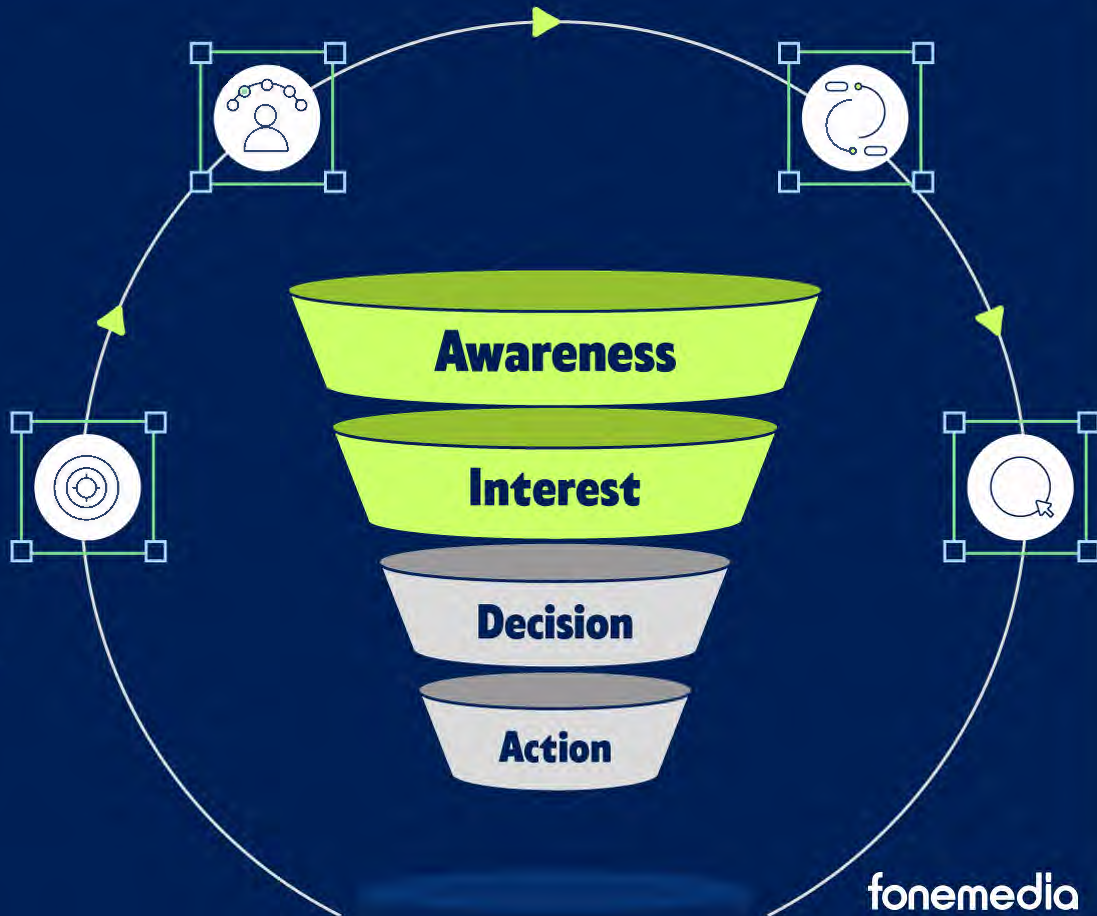


Evaluation

From the initial awareness, with the right message and your brand front of mind, we increase the propensity for action.



Case study



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