

17 August 2009

**First IT industry recruitment blog launched by The It Job Board**  
**– Information and discussion enable informed career choices –**

The IT Job Board, [www.theitjobboard.co.uk](http://www.theitjobboard.co.uk), has launched the first blog specifically aimed at the IT recruitment industry. The IT Job Board Blog, <http://blog.theitjobboard.co.uk>, offers IT professionals a central hub where they can share opinions, discuss issues and get a range of in-depth information about the industry, in order to make informed decisions about their career.

The blog introduces new intelligence based on research conducted by The IT Job Board, which provides information on a wide range of topics affecting the IT recruitment industry. Recent issues covered that will be available from launch include: the impact of offshoring on the IT recruitment market; the state of the IT recruitment market in the UK, and advice on getting back to work after redundancy.

To ensure a variety of material and expertise, The IT Job Board is also inviting guest bloggers to provide content for the new blog. IT managers and recruitment specialists interested in blogging about their opinions and experience can submit their ideas via the link <http://blog.theitjobboard.co.uk/become-a-blogger/>.

Teresa Sperti, head of international marketing at The IT Job Board, explains: "The web has evolved and IT professionals not only want access to more in-depth information, but they are also keen to have their say. The blog will encourage two-way dialogue, and we will use the feedback to continually develop online content in line with trending topics.

"Our aim is to ensure the blog remains focused on helping IT professionals develop their career. It isn't just about the IT sector; it's about education and skills development, presented in a way that will help IT professionals to enhance their future career opportunities."

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## Notes to editors

### About The IT Job Board:

The IT Job Board group of companies was set up in April 2002 in recognition that recruitment in the IT sector was increasingly dominated by the internet.

Online technology enables sophisticated targeting – for example by skill, region or experience – of [www.theitjobboard.co.uk](http://www.theitjobboard.co.uk)'s database of 800,000 IT professionals. The IT Job Board always tries to get closer to candidates either via planned content campaigns, or through the use of social networks.

The site also offers employers services such as branded job postings, a featured employer zone, targeted email campaigns and guidance on advertising copy. The managed campaign service filters responses to provide companies with a shortlist of applicants most suitable for the advertised position.

[www.theitjobboard.co.uk](http://www.theitjobboard.co.uk)'s clients include Bloomberg, Orange, the NHS and HM Revenue and Customs.

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