

The mobile nature of job hunting

Cellphone penetration in South Africa is massive and, with the Internet fast becoming the preferred way of searching for career opportunities among job seekers, it makes sense that mobile technology would be the natural extension to online recruitment. So says Inge de Klerk, general sales manager at *Job Mail*, the dedicated career classifieds which are available online, print and via mobile.

De Klerk continues, "Almost every South African has a cellphone and the level of technology available to local users, such as 3G, HSDPA broadband and mobile TV, is very much cutting-edge. As such, mobile devices are becoming increasingly popular for data acquisition and for browsing the Internet."

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