

Be recruited secretly

For many employed people, secrecy is the key when looking for another job and Cape Town based recruitment company has come up with a solution. Sebenzi is a web-based recruitment portal that allows candidates to put themselves on the job market in complete anonymity.



This is great news for those that are currently employed but are not entirely satisfied with their current job and would like the opportunity to move on to something that suits them better. Candidates can be headhunted by other employers with no risk of their current employer finding out.

Viral marketing hopes

The first its marketing campaigns has the tagline "Get exposed to top companies while keeping your ident hidden." The campaign involves anonymous male and female models with boxes covering their heads, wh are caught in the act of 'flashing' prospective employers. The company believes this humorous campaign sure to spread virally in what is now the age of social media.

System pays candidates

The system cuts out the intermediary (i.e. recruitment agencies) by allowing employers to search the database of candidate CVs directly and at no cost. Once a suitable candidate is found, the employer send a request through to the candidate for their contact details. It is then up to the discretion of the candidate if they would like to reveal their identity.

The implications are huge for employers, as the usual high costs associated with recruitment agencies fall away and yet they still have access to quality candidates. The total cost to the employer is just R399 - an amount, which is paid only once the contact details of a candidate are requested.

Candidates are also paid when they decide to reveal their details. Any candidate that accepts a request fr an employer receives R100 from the company, regardless of whether his or her interview is a success or not.

The company is the brainchild of three young University of Cape Town Business Science alumni. The idea was born out of their own personal frustration of dealing with recruitment agencies to source skilled employees. The three young entrepreneurs are passionate and positive about South Africa and its future, and they are convinced that it is ready for this next step in recruitment. It's time to get exposed on www.sebenzi.co.za.

For more, visit: <https://www.bizcommunity.com>