

Adzuna Recruitment Advertising

Service Definition Document

Adzuna helps organisations reach active and passive jobseekers by advertising roles via its market-leading job search engine and targeted social media campaigns meaning vacancies can be seen by both job-board users and passive candidates not actively searching for roles.

Adzuna can help organisations advertise roles as follows:

1. Sponsored Jobs (Active Job Seekers)

- Next generation job matching platform connects you with a unique audience of active job seekers
- Career tools like ValueMyCV and ApplyIQ help job seekers zero in on their next career move
- Advertise on Adzuna and improve your time to hire with more qualified candidates

2. Social Media Advertising (Passive Job Seekers)

- Tap into a massive audience of 5 billion people, including Gen-Z
- Target active and passive jobseekers and fill roles in hard-to-fill locations
- Grow your employer brand

Service Features:

- Sponsored job postings targeting active jobseekers at scale
- Passive job postings using Social Media to target passive jobseekers at scale
- ATS integrations enabling automated job posting and application delivery
- Real-time campaign performance tracking and ROI reporting
- Secure web-based dashboard for remote access and management
- Flexible application routing: Easy Apply or employer careers site

Service Benefits:

- Reach active jobseekers efficiently through targeted job advertising
- Engage passive candidates via social media campaigns and promotions
- Enhance employer brand visibility and market positioning effectively
- Access unique talent pools unavailable through other channels

- Attract higher-quality candidates via improved candidate experience

Data Backup and Restore / Disaster Recovery

Adzuna's approach to data security, backup and restoration will meet the Buyer's specified security standards and procedures, which has been proven in previous UK government

Implementations. Adzuna will work with the Buyer to ensure full compliance. Adzuna is ISO27001 compliant and Cyber Essentials Plus certified, and any service provided will meet any and all relevant Data Protection Act and GDPR requirements.

Adzuna will work with Buyer to develop a clear business continuity and disaster recovery plan for the service, consistent with the Buyer's own plans. As a minimum, a disaster recovery test will be performed on a yearly basis.

Onboarding / Offboarding Support

We provide online or onsite training and email support.

Implementation Plan

Adzuna will share a clear plan and timeline for all advertising campaigns.

Pricing Overview

Please contact the team or see the Pricing Document attached for more details.

Service Constraints

Adzuna does not believe there are any key service constraints to highlight in this document.

Service Levels

These will likely include, but not be limited to, maintenance of appropriate levels of performance, service availability and support defined in the G-Cloud 13 framework, as well as the requirement to meet due levels of quality and technical standards. Adzuna will keep a record of incident reports and requested updates pertaining to raw data delivery and Adzuna Intelligence portal services.

After Sales Support

Adzuna will provide direct email and phone support and log all queries within an internal ticketing system for efficient client management. Default response times to inbound requests are responded to within 1 working day.

Client responses to queries and fixes are logged within a ticket management system by a two tiered support structure. Firstly, by their account manager that will endeavour to respond within 1 working day. Second tier support is offered by the relevant Data Science or Product Team that target 1 working week turnaround based on working hours of 9-6pm Mon-Fri. For anything requiring further inquiry and longer timeframes, the customer will be kept fully informed with a plan of action and progress reports.

Quarterly customer reviews will be undertaken to learn how we can improve all aspects of our service and ensure we are delivering value.

Technical Requirements

N/A

Ordering and Invoicing

Adzuna will work with the Buyer's commercial, finance and procurement teams to ensure efficient, appropriate and convenient ordering and invoicing processes, as proven in previous UK government implementations. For efficiency, we support e-signatures on licence agreements.

Direct access to finance teams (we would provide a dedicated accounts contact) allows accurate and efficient billing.

Termination

Termination rights are defined within the contract terms. Please see the Terms and Conditions Document.

Social Value

Breaking Down Barriers to Opportunity

We are committed to creating an inclusive working environment that promotes retention, progression and equal opportunity. Our approach combines robust internal hiring practices with the delivery of accessible, inclusive technology that supports the wider UK labour market.

Inclusive Employment & Retention

We are a Disability Confident Committed employer. We treat jobseekers and employees as people, not products, ensuring that diverse strengths are recognised and nurtured regardless of background, race, gender, sexuality or ability.

To promote retention and progression for under-represented groups, we have implemented:

- **Dedicated D&I governance:** an active Diversity & Inclusion team, supported directly by the CEO, responsible for driving diversity in our recruitment and creating an environment in which everyone feels included.
- **Unbiased recruitment:** a mandatory review of all recruitment materials to eliminate biased language, ensuring vacancies are advertised on a diverse range of platforms to reach under-represented communities.
- **Training & feedback:** annual unconscious bias training for all staff and an annual D&I employee survey to measure sentiment and identify areas for improvement.

Accessibility & Standards

We ensure that the "barriers to opportunity" in the digital space are removed through rigorous technical standards:

- **WCAG compliance:** all our Government services are accessible to WCAG 2.2 Level AA and undergo annual accessibility audits by an independent auditor.
- **Proven impact:** our focus on accessibility delivers tangible results. A survey of 987 jobseekers (August 2021) found that 17% more disabled jobseekers use our Find a job platform compared to private sector alternatives.

Supply Chain & Wider Community Impact

We use our technology to amplify the government's own initiatives for disabled people:

- **The Disability Confident App:** we built and maintain the DWP's Disability Confident application, which administers the scheme for over 20,000 registered employers.
- **Connecting talent:** we implemented functionality allowing employers to display the Disability Confident badge on vacancies. This enables jobseekers to filter search results by inclusive employers, directly breaking down barriers between disabled talent and supportive organisations.

Kick Start Economic Growth

Workforce Conditions, Fair Work & Job Creation

We are committed to driving economic growth not just through our technology, but through the high standards of employment we maintain. We provide a workplace that offers fair pay, active engagement, and stable, high-quality employment opportunities.

Fair Pay and Equality

We are dedicated to financial stability and equality for our contract workforce. We go beyond statutory requirements to ensure all staff are valued:

- **National/London Living Wage:** we guarantee payment of at least the National Minimum Wage and National Living Wage for all staff (London Living Wage for those employees based in London).
- **Market benchmarking:** we benchmark salaries against market rates to ensure our compensation remains competitive and fair.
- **Gender pay parity:** we rigorously monitor and maintain gender pay parity, ensuring that equal work receives equal pay across our organisation.

Employee Engagement & Decision Making

We do not just measure satisfaction; we actively involve our workforce in shaping the company using **Peakon**, a leading, independent employee engagement platform:

- **Continuous listening:** we run surveys every other month to monitor employee sentiment, satisfaction, and engagement rates.
- **Anonymous feedback:** the platform allows for the submission of anonymous feedback, ensuring staff feel safe to voice their true opinions.
- **Data-driven action:** survey results are analyzed to inform leadership decisions (e.g., our recent initiative to [insert specific example if available]), ensuring we adapt to changes in workforce morale.

Volunteering & Community

We support our staff in contributing to the wider economic and social recovery of their communities:

- **Paid volunteering leave:** we offer **3 paid volunteer days per year** for all employees. This empowers our team to support local charities without financial penalty.

New and Retained Jobs (MAC 1.1)

To ensure the consistent delivery of public sector contracts, we have built and successfully **retained a dedicated government service team.**

- **High-quality retained jobs:** these roles adhere strictly to the "Good Work" criteria (MAC 1b, 1c, 1d) - offering secure contracts, fair pay above the living wage and clear routes for in-work progression.
- **Stability and expertise:** by retaining this specialised team, we prevent the loss of critical public sector institutional knowledge and ensure that the economic benefits of our government contracts directly support secure, long-term UK employment.

Skills & In-Work Progression

We demonstrate a clear understanding of the progression barriers in the technology sector - specifically the rapid obsolescence of technical skills and the "experience gap" for junior staff. To address this, we have implemented initiatives to ensure our workforce continuously develops new skills, leading to recognised qualifications and higher-paid roles.

- **Structured professional development (PDPs):** to support in-work progression and help staff move into higher-paid work, every employee manages a Professional Development Plan (PDP), which identifies specific skills gaps and career aspirations, mapping out a clear route to promotion and increased earning potential.
- **Learning and development support:** we back these plans with a Learning & Development programme which provides funding and time off for employees to acquire recognised qualifications relevant to the contract (e.g. agile certifications, leadership management training), ensuring our team remains at the forefront of the industry.
- **Adzuna Academy:** to foster a culture of continuous learning, we run an internal, peer-led, knowledge-sharing and upskilling programme. Regular "lunch and learn" sessions allow subject matter experts within the business to train their colleagues on emerging technologies, market trends, and best practices. This breaks down silos, allowing non-technical staff to understand complex data concepts and technical staff to understand commercial drivers. This holistic approach ensures our workforce is adaptable, multi-skilled and better equipped to solve complex public sector challenges.

More information available on request - please send your enquiries to Gordon Smith via gcloud@adzuna.com.