



Indeed Recruitment Marketing and Branding Solutions

Service Definition Document

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Public sector pathways to top talent

Recruiting for the public sector has never been more complex or more critical. With talent shortages rising, budgets under pressure, and candidate expectations evolving, public sector employers are facing fierce competition from the private sector.

The gap between the two continues to grow but the public sector has a powerful story to tell. We're here to help you tell that story and rethink how you attract, engage, and hire the talent you need.

In today's competitive landscape for talent, you need more than just a platform—you need a strategic partner. Indeed is that partner, ready to help you level the playing field and find your next hire.

Position your organisation in the right places to attract top talent and make the hiring process smoother, faster and easier.



Close the **talent gap** with Indeed

Indeed is the **no. 1 job site in the world**¹ and the **no. 1 job site in the UK**.² Advertising your roles on Indeed exposes them to the largest talent pool in the world.



Indeed is building the future of work by transforming hiring at all levels of government and civil service. Our recruitment solutions reduce time to hire, lower hiring costs, and produce better quality candidates more consistently than conventional recruiting approaches.

Employers positively rate **73% of interviewed candidates** on Indeed.

61 % of Knowledge Workers in the UK expressed a preference for Indeed when asked which site they would use to look for work, while LinkedIn came in second at **25%**.⁵

1. Comscore, Total Visits, March 2025.

2. SimilarWeb, Total Visits, November 2025.

3. SimilarWeb, Average Monthly Total Visits, Q1 2025.

4. Business Category, SimilarWeb, January 2025.

5. Intelligence Group (a consultancy from the Netherlands) report, November 2023, n = 5,843 representative Knowledge Workers in the UK.

Sponsored Jobs, Hiring Events, and Premium Sponsored Jobs

A Sponsored Job is a paid job listing that is displayed in relevant search results. Sponsored Jobs maintain better visibility in search results and help deliver more quality applicants to your job openings than non-Sponsored Jobs for as long as they are sponsored. Sponsored budgets can also be used to promote virtual or in-person Hiring Events and for Premium Sponsored Jobs features such as branded jobs, targeted candidates, and increased reach.

Indeed Sponsored Jobs in the UK

65%

more likely to report a hire than non-sponsored jobs.⁶

3.7X

more applications than non-sponsored jobs.⁷

3.7X

more clicks than non-sponsored jobs.⁸

5.1X

more impressions than non-sponsored jobs.⁹

Indeed Hiring Events

Indeed Hiring Events, either virtual or in person, automate candidate screening and scheduling with RSVP functionality. Promoted through sponsored postings, Hiring Events provide job seekers an expedited way to schedule interviews and connect with employers. Employers can accelerate the hiring process by making multiple hires at once and streamlining screening and interview scheduling. **81% of job seekers who completed a post-interview survey rated the Indeed Hiring Event experience favorably, and over 98% of job seekers get their interview within 10 days of their first RSVP with an Indeed Hiring Event.**¹⁰

6. Indeed data (UK).

7. Ibid.

8. Ibid.

9. Ibid.

10. Ibid.

Premium Sponsored Jobs

Premium Sponsored Jobs deliver increased visibility, higher engagement from job seekers, and faster hiring times. Premium Sponsored Jobs provide ultimate flexibility for employers as they are activated at the job level, and, as with any Sponsored Job, Premium plan jobs can be paused or adjusted at any time.

- » Leverage job post visibility on partner networks and industry-specific job boards such as Stack Overflow to attract more relevant job seekers for technology jobs.
- » Job posts can feature the employer's logo and company header to make jobs stand out.
- » 'Urgently Hiring' label appears alongside the job in search results.
- » Employers can immediately view candidates who “match” their job and invite them to apply.
- » Premium Sponsored Jobs allow users to send up to 30 matched candidate invitations per job, per day.
- » Candidate Highlights make it quick and easy to evaluate matches
- » AI-generated messages save time in crafting effective, customised communication to invite matched candidates to apply for a job.

Smart Sourcing

Smart Sourcing matches and connects quality candidates to open jobs using Indeed's pool of millions of job seekers. Employers can also search resumes spanning different industries, skills, and education levels, and searches can be filtered and refined by job titles, job skills, previous employers, recent activity and availability (depending on subscription type).

Smart Sourcing Standard includes unlimited resume searches, access to matched candidates, AI explainer highlights, AI outreach, and 30 contact credits per month which can be used to connect with relevant job seekers. Professional licenses include all Standard license features along with the ability to contact candidates via phone or text through Indeed, candidate sync (subject to ATS integration), advanced search & contact features, team collaboration & shared contacts and 100 contact credits per month which can be used to connect with relevant job seekers. Smart Sourcing can be billed monthly or annually. Customers can also purchase additional contact credits on a standalone basis.

On average, employers who used Smart Sourcing made a hire

13% faster

when they invited matched candidates to apply¹¹

On average, employers who invited matched candidates to apply to their job using Smart Sourcing were

3.8X more likely

to make a hire on Indeed¹²

11. Indeed data (UK).
12. Ibid.

Employer Branding Hub

Employer Branding Hub (EBH) is a combination of Indeed's Company Pages Premium and Glassdoor's Enhanced Profile, creating a comprehensive branding solution that helps employers drive long-term engagement with job seekers and educate candidates by teaching them about the company's brand and employee experience. Customers access both Indeed and Glassdoor branding opportunities and robust analytics for one price. This allows employers to see the impact of their story with both Indeed and Glassdoor branding and review insights, and to leverage this data to optimise their strategy.

For clients seeking enhanced employer branding capabilities—including access to Review Intelligence™ (RI)—EBH Plus offers a premium, unified package that combines both EBH and RI in a single subscription. EBH Plus provides employers with advanced employer branding capabilities and powerful sentiment analysis of employee reviews, leveraging Natural Language Processing (NLP) to deliver actionable insights on their reputation as an employer.

Indeed UK features more than **34.8 million** total company ratings and reviews. Job seekers who visit your Indeed Company Page are, on average, 2.4X more likely to apply to your jobs.¹³ Indeed's Employer Branding Hub tools allow you to tell your employer story to **3.8X more job seekers** across the Indeed network.¹⁴



13. Indeed data (UK).

14. Ibid.

Employer Branding Ads

Employer Branding Ads allow employers to reach quality job seekers using their unique brand story. Employer Branding Ads share an employer's brand with job seekers across multiple platforms (Indeed, Glassdoor, and off-site). Job seekers can discover and engage with unfamiliar employers and employers can enhance their brand image, increasing visibility of job listings and encouraging job seekers to apply.

Globally, employers who use EBH & EBA together see a **28% increase in started applications** on Indeed.¹⁵ In the UK, **92% of Employer Branding Ad impressions on Indeed reach a fresh audience.**¹⁶

Indeed Employer Branding Solutions

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15. Indeed and Glassdoor monthly employer-level data (worldwide), January-June 2024. Results may vary.

16. Indeed data (UK), 2024. 'Fresh audience' is defined as job seekers who saw an Employer Branding Ad but had not been exposed to one in the previous year.

Spotlight Pages

Glassdoor Spotlight Pages attract and influence job seekers interested in specific departments or divisions, creating an informed candidate and helping drive conversion. With opportunities to showcase rich media, employee voice, and relevant jobs, companies can spotlight segment-specific details on topics such as team culture, benefits and more, allowing the employee experience to come to life and enhancing the company's overall brand story. Spotlight pages require an active Employer Branding Hub subscription.

- » **Unique Employer Profile Experience:** Create a dedicated page for a division/department within an organisation that is featured on your Employer Profile.
- » **Customisable Branding:** Make use of endless space to highlight the employee experience. Create and feature division-specific content on the new page with a custom cover photo and highlight sections, where employers can add text, hyperlinks, photos, and videos.
- » **Jobs:** Feature a list of jobs on the division's page that are relevant to that division or department with filtering by job function, job title, and keywords.
- » **Featured Reviews:** Feature up to 5 reviews relevant to the experience in a division.





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