



# Countryside Jobs Service®

*THE Countryside Specialists since 1994*

**CJS®** - The Original, the Biggest & the Best in the field

## Advertisers Information Pack

Established in July 1994 as a jobs bulletin newsletter Countryside Jobs Service or CJS is the longest running such service for the countryside and conservation sectors. We publish information which we think will be of interest to people working in the countryside management and conservation profession. CJS is an ethical business operating under social enterprise principals publishing free and low cost information to promote countryside careers in the UK.

There are two publications produced under the CJS banner that carry recruitment advertising, each with a different target audience. Our website is extensive covering all aspects of working in the countryside sector including recruitment advertising.

Our readership is comprised of countryside, conservation and environmental professionals at all levels including those just starting in the profession.

CJS also advertises volunteer opportunities, apprenticeships and training placements.

Our readers are across the UK. The website is open access and does sometimes attract international readers. We advertise vacancies based anywhere in the UK.

In addition to recruitment advertising the website also has an extensive Training Directory. It is possible to advertise free of charge, paid options are available for greater prominence, please ask for more details. You may also advertise training and events in CJS Weekly and CJS Professional. Classified advertising is carried in CJS Professional, free options are available.



CJS is endorsed by and is the official jobs service for the ranger associations of the UK.

CJS is a corporate supporter of the National Biodiversity Network and sponsors the British Wildlife Photography Awards

### How to contact us:

**Email:** [ranger@countryside-jobs.com](mailto:ranger@countryside-jobs.com)

**Tel:** 01947 896007

**Post:** CJS, The Moorlands, Goathland, Whitby, North Yorkshire YO22 5LZ

### How to send copy to us:

**Linage:** as a text file by email. We will also accept submissions by post and via our online forms.

**Display:** PDF (hi-res or print optimised) by email. If you work on PCs then most Office files are acceptable, please send scanned copy with original to confirm layout.

**Logos:** as JPEG preferably, PNG, GIF or PDF are also accepted, please send by email.

## **When there are lots of online job boards and newsletters why should we use CJS?**

### **We're specialists in this sector.**

We've been providing job information since 1994. Not only that but we're endorsed by the rangers associations of England, Wales, Northern Ireland and Scotland - Countryside Management Association and Scottish Countryside Rangers Association.

### **CJS is highly targeted.**

Other publications and sites may boast of very large circulations &/or page views but with CJS our audience is highly targeted. You can be guaranteed that every applicant through CJS will have the right qualifications and skills.

One advertiser said: "After recent recruitments I was thinking of dropping CJS as other sites are quoted by many more applicants, but looking at the average scores of candidates those from CJS did score better".

### **CJS is highly visible.**

Ranked number one for countryside jobs with Google, Bing and Yahoo and always in the top five for ecologist, arboriculturalist, environmental education vacancies and for wildlife work.

### **Advertise how you want.**

Our website is managed differently from most others which means you can post whatever you want. Full display adverts (like in newspapers) as many logos as you need or even an embedded video. It's possible to add your job description / candidates information pack as well.

### **We're fast.**

Adverts go online as soon as they're agreed, usually within an hour. Newsletter turn around is two days from deadline to publication for CJS Professional or one day for CJS Weekly.

### **CJS is social.**

We send DAILY emails to over 9,000 interested readers (opt in only, no automatic registration). As soon as your advert is live details are circulated by Twitter, Facebook, LinkedIn and RSS.

**Followers and connections:** Twitter: 6,400; Facebook: 3,600; LinkedIn 3,500 connections, a network of over 2 million and growing. (correct 1 October 2018).

Reach 100,000 interested countryside professionals for only £60!

### **Let CJS take the strain out of recruiting.**

Use our additional recruitment services and let the CJS Team handle all your applications through our PO Box service and use of our standard application form. Find out more about these services at the end of this information pack.

### **Why do you have so many options?**

It can be very confusing we know, we're sorry. But you see CJS is not just a job board so we're not like other job boards, you can find out a bit more about us and what (and why) we do by looking at the About Us pages of the website. We're very happy to advise you on the best option for you, either email your copy to us or call The Team with your questions (01947 896007).

### **Still not sure?**

#### **Our advertisers say:**

- A fast, efficient service, we always get a good response to adverts with CJS. (Government Agency)
- It's a simple but effective system for getting the advert out to the industry - sort of the 'Ronseal effect', straight forward and does exactly what it says on the tin! (County Wildlife Trust)
- Applicants via CJS usually have a better idea of what the post entails. (Borough Council)
- CJS adverts work well, it's good to advertise for staff without massive costs. (private country estate)

#### **Our readers say:**

- ◆ It's an excellent publication. (Country Park)
- ◆ An excellent source of current job vacancies within the environmental sector, ranging from volunteers to directors.
- ◆ CJS is the best thing since organic GM-free, Soil Association approved wholegrained sliced bread!

Read more testimonials on our website (here: [c-js.co.uk/CJStestimonials](http://c-js.co.uk/CJStestimonials)).

## Options for recruitment advertising - which is best for you.

### CJS Weekly and Online - regular package

CJS Weekly is the original Countryside Jobs Service, a weekly newsletter sent to subscribers with a keen interest in the sector, actively looking for work and those just keeping in touch with current developments. It is the longest running such service and has an excellent reputation and proven results.

Adverts are included online and are usually posted within a few hours of receiving your confirmation but can be embargoed to a specific date. The main CJS Weekly newsletter is published every Friday (excluding Christmas and New Year).

### CJS Weekly - free advertising

You can advertise free of charge in CJS Weekly. A free linage advert consists of your information heavily edited under six headings to fit the in-house style. There is no online coverage for free linage. Please note free linage adverts have the lowest response rate of all the options available.

### CJS Professional - full coverage package

CJS Professional is our monthly newsletter sent free of charge to over 2,500 offices across the sector, including offices and sites of relevant authorities, agencies and conservation charities; also to opt-in members of Countryside Management Association. Online in full with a short notice published on our LinkedIn page additionally around 500 individuals have opted-in to receive a reminder email letting them know when the edition is published. Making the total readership estimated at over 100,000. Being a monthly edition deadlines can be restrictive, published on the second Thursday of each month.

Adverts are included in CJS Weekly and online.

### CJS Online Only

Although online advertising is automatically included in CJS Weekly - regular package and CJS Professional - full coverage package, you can choose not to place your full advert in either and instead have the full advert online and, where deadlines permit, basic details as standard linage in CJS Weekly (the free advertising as detailed above).

### Voluntary and apprenticeship type roles

Advertising is available in all of the above and there is a 50% discount on any paid advertising.

For these roles only: the free advertising option in CJS Weekly includes online coverage in the dedicated volunteers section or on the apprenticeship page plus limited social media coverage.

### CJS Weekly - free advertising. More information: Why do we offer free advertising?

The short answer is because we always have.

CJS started as an aggregation service, pulling together adverts from various publications and putting them together into one handy newsletter package, one of the first search engines if you like, in 1994 the internet was not as big as it is today and google was four years away. The founders of CJS believed in putting back as much as they could and didn't want to charge the charities and organisations looking after our valuable countryside and wildlife; allowing those organisations to use their hard earned funds on something more vital than advertising. They also wanted to provide as much information as they could to help people working across the sector and to offer advice (and hope) to those just starting out in their careers. These are still our fundamental tenets and many people still can't believe that we offer so much free of charge and not only that but that we suggest cheaper options instead of piling on more 'added extras'.

Please see our statement about social enterprise on the About Us pages of our website.

### Example of Standard Linage – Free (CJS Weekly only)

REF	2311-DIRECT-17/6	JOB	<b>RURAL POLICY OFFICER</b>
BE4	14/6/02 IV 27/7/02	LOC	EDINBURGH
PAY	17000-22000	FOR	RSPB

Provide cross-departmental support for the development & promotion of key policy areas which impact upon rural Scotland. Develop a broad-based understanding of a wide range of policy areas combined with the ability to focus on specific sectors & issues as the need arises. Good general knowledge of a broad range of policy areas of relevance to rural Scotland & degree in a relevant land-use or environmental discipline are essential. Excellent written & verbal communication skills with ability to analyse & evaluate a variety of topics & incoming material. Experience in conservation policy work and/or land management required. Send A4 SAE to Lorna Wilkie, RSPB Scotland Headquarters, Dunedin House, 235 Revelston Terrace, Edinburgh, EH4 3TP.

## How much does it cost? Quick comparison

Because CJS is not just a job board, we have two newsletters and a vast array of information and other services as well, we don't have one or two fixed prices.

Use the table below for a quick comparison.

Advert Type	Online regular package	Full Coverage package	Online only
Appears	CJS Weekly and CJS Online	CJS Professional, CJS Weekly and CJS Online	CJS Online (free linage in CJS Weekly)
<b>Standard listing:</b> 300 words with one logo	125	135	112
<b>Cheapest option:</b> 200 words	55	60	50
additional words (per 100)	25 (max 500 words)	27.50 (max 500 words)	22
additional logos (each)	45	50	40
Unlimited	Ask for details	Ask for details	175
<b>Video</b>	45	50	40
<b>Display adverts</b> (h x w, mm)			
1/4 (130 x 85)	135	145	120
1/2 (130 x 180)	265	290	240
Full page (270 x 180)	530	580	480

### Volunteers and unpaid posts

50% discount off all advertising. ALL including free adverts are posted online at: <http://www.countryside-jobs.com/Vols> This is distinct from the main CJS Online jobs page. Paid adverts receive a greater level of social media coverage.

### Additional enhancement and promotion options

#### Promote your online advert:

**Higher promotion:** £25 per day Text promotion.

Additional promotion with more detailed tweet plus LinkedIn and Facebook postings with highlighted repeat listings in the daily email.

Limits: maximum of 3 per week.

**Job of the Day:** £50 per day Text plus image promotion, you can supply an image to use or CJS will create one for you. Includes: banner on the main jobs page. Banner Sample:

Includes detailed tweet, LinkedIn and Facebook postings all with the image and highlighted in the daily email with your logo.

**Job of the Day: Monday 1 January**  
Countryside Ranger with CJS



Limits: maximum of 1 promotion per advert per week.

**Social Package:** £75 per advert As for Job of the Day plus sharing to other website / fora, for example specialist Facebook pages and LinkedIn groups, selected by CJS to ensure we're reaching the right audience for your job.

Limits: one promotion per advert only.

- More information and samples can be seen here: <https://c-js.co.uk/CJSadPromo>

#### Free Advert?

Yes, that's possible with **Free Linage in CJS Weekly**.

#### Lots of adverts?

We offer a range of discounts when purchasing three or more adverts, ask for more details.

# REGULAR ADVERTISING PACKAGE: CJS Weekly®

## Online and newsletter

**First Published:** July 1994

**Availability:** Newsletter - On a subscription only basis. Website, open access

**Readership Newsletter:** 200 copies, c. 8,500 readers including every National Trust site, many RSPB and Wildlife Trust sites, university careers departments but mostly to individuals. 95% sent electronically.

**Readership online:** Open access, no need to register, includes daily email and social media coverage. Average of 200,000 page loads per month for jobs section.

**Why choose CJS Weekly:** Offers highly targeted advertising. Advert appears initially in CJS Weekly Update (main section), in following weeks in CJS Weekly: Existing Opportunities until edition nearest the closing date, therefore, no need to pay for multiple insertions. Online element online for four weeks.

**Published:** Every Friday except over Christmas and New Year.

**Deadlines** **Booking:** For artwork only, noon Thursday.

**Copy:** 5pm Thursday.

**Rates:** + VAT @ standard rate

**Plain Linage** 200 words or less £55, 300 words £80, additional words at £25 per 100 (maximum 500)

**Add logos to lineage** £45 per logo

NB: for both paid lineage options, your text is not edited although the advert may be reformatted to fit the permitted space.

**Add a video** £45

Full display Advert size	dimensions (h x w, mm)	Cost
1/4	130 x 85	£135
1/2	130 x 180	£265
Full Page	270 x 180	£530

### Free advertising (not online)

CJS Weekly is the only CJS publication to carry free recruitment advertising.

Free lineage: basic details of your vacancy edited to the in house style, under six standard headings.

Maximum word count 200.

### Enhance your free advert

Add a logo £20

Enhanced listing £20 Slightly different layout, bold heading, boxed advert.

### Others:

**Volunteers, unpaid posts and Apprenticeships.** 50% discount off all advertising. ALL including free adverts are posted online at: <http://www.countryside-jobs.com/vols> for volunteers and unpaid, <https://www.countryside-jobs.com/volunteers/apprenticeships> for apprenticeships and interns.

These are distinct from the main CJS Online jobs page.

Paid adverts receive greater social media coverage.

### Promote your online advert:

**Higher promotion:** £25 per day Text promotion.

Additional promotion with more detailed tweet plus LinkedIn and Facebook postings with highlighted repeat listings in the daily email. Limits: maximum of 3 per week.

**Job of the Day:** £50 per day Text plus image promotion, you can supply an image to use or CJS will create one for you. Includes: banner on the main jobs page. Banner Sample:

Includes detailed tweet, LinkedIn Facebook postings all with the image and highlighted in the daily with your logo.

**Job of the Day: Monday 1 January**  
Countryside Ranger with CJS



and  
email

Limits: maximum of 1 promotion per advert per week.

**Social Package:** £75 per advert As for Job of the Day plus sharing to other website / fora, for example specialist Facebook pages and LinkedIn groups, selected by CJS to ensure we're reaching the right audience for your job. Limits: one promotion per advert only.

➤ More information and samples can be seen here: <https://c-js.co.uk/CJSadPromo>

**Suggested extra:** Where deadlines permit add CJS Professional for less than 10% extra.

## **Reader profile:**

### **Highest qualification achieved**

A Level: 5%  
BTEC: 8%  
Degree: 70%  
Masters: 17%

### **Years of professional experience**

Up to 5 years: 10%  
6-9 years: 5%  
10-14 years: 24%  
15-19 years: 16%  
Over 20 years: 45%

### **Next post preferred grade**

Entry / starter: 16%  
Main grade: 39%  
Senior grade: 17%  
Management level: 28%

## **Posts of interest**

**Countryside Ranger / Warden** and **Countryside Officer** posts are of interest to over 95% of the readership and form the main area of interest for 50%.

**Environmental Education** has is the main search for 21% and is of interest to 93%

**Outdoor Education and adventure activity leadership** is a recent addition and 20% of the readership would like to see more of this type of vacancy.

**Ecology and biodiversity** posts are of interest to 90% and the main focus for a third.

**Arboriculture** is of interest to a third and is the main focus for 10% and is of interest to three quarters of readers.

**Rights of Way and access** is the main search area for 16% and is of interest to 62% of readers.

**Zoology and working with wildlife and animals** (not research) is of interest to 70% of readers and **animal handling and welfare** (including zoos) is of interest to two thirds.

**Rural regeneration project work** has been requested by 65% of readers

**Horticulture** (gardeners) was also included after requests from readers and is of interest to 70% forming the main focus for 7%

## **Our advertisers say:**

- We were extremely pleased with the response from our CJS advert and will definitely use it again. (Private company)
- Employed a very strong candidate who responded to our CJS advert. (National conservation charity)
- Excellent service and the best option for small organisations, especially for part time and short term contracts where advertising is not always cost effective. CJS cuts out inappropriately qualified applicants. (Local biodiversity partnership)
- Excellent service, speed with which ads can be placed is a definite bonus. (FT 100 company)
- Response has been good and we have appointed good staff. (Heritage Coast)

## **Responses to our 2018 survey of advertisers.**

84% of advertisers placing paid adverts in CJS Weekly say the number of applications received was good or excellent, 52% said excellent.

95% say the standard of applicants via CJS Weekly were good, 56% said excellent.

100% say it's very easy to advertise, the cost is good and all would advertise again.

96% would recommend using CJS Weekly.

## **Our readers say:**

- ◆ The only source I use to look for countryside jobs - I look forward to its arrival every week.
- ◆ My career would be completely different without ten years of CJS - Thank you!!
- ◆ A great service which has served as a reliable method of securing employment for me over the last ten years. It continues to go from strength to strength.
- ◆ Very useful to all our staff, thanks for a consistent and reliable service. (a county countryside service)
- ◆ Used by everyone I know in the industry.
- ◆ A university careers services said - Greatly appreciated by all our students.

# FULL COVERAGE PACKAGE: CJS Professional

Online and in two newsletter editions

**First Published:** July 1999

**Availability:** sent as a free digital newspaper to offices and sites of relevant authorities, agencies and major conservation charities. Each edition is published online here: <http://www.countryside-jobs.com/Professional/current.htm>.

Your advert appears in CJS Weekly (until edition nearest the closing date) and CJS Online for four weeks.

**Readership:** 2,500 copies sent by email. 2/3 of readers forward their copy to colleagues.

Total readership c.100,000

**Why choose CJS Professional:** Offers best value allowing you to reach all three of our audiences for the cost of just one advert.

**Published:** Second Thursday of every month

**Deadlines Booking:** 5pm Monday preceding publication

**Copy:** 12 noon Tuesday preceding publication

Please see next page for exact dates, or online.

**Rates:** + VAT@ standard rates

**Plain Linage** 200 words or less £60, 300 words £85, additional words at £27.50 per 100 (maximum 500)

**Linage plus logo(s)** £50 per logo

Add an embedded video £50 (max of one)

<b>Full display</b>	dimensions		
Advert size	(h x w, mm)	Cost	
1/4	130 x 85	£145	Other sizes accepted. Send your advert for a quote.
1/2	130 x 180	£290	
Full Page	270 x 180	£580	

## Additional enhancement and promotion options

**Featured Job in CJS Professional** £10 Links direct from the email to your advert on CJS

Place details of your vacancy at the top of the CJS Professional email ensuring it will be seen in the email preview pane. Job title, employer name, location plus a sentence to promote your vacancy. An excellent way to promote 'sticky' vacancies.

**Higher promotion:** £25 per day Text promotion.

Additional promotion with more detailed tweet plus LinkedIn and Facebook postings with highlighted repeat listings in the daily email. Limits: maximum of 3 per week.

**Job of the Day:** £50 per day Text plus image promotion, you can supply an image to use or CJS will create one for you. Includes: banner on the main jobs page. Banner Sample:

Includes detailed tweet, LinkedIn Facebook postings all with the image and highlighted in the daily with your logo.

**Job of the Day: Monday 1 January**  
Countryside Ranger with CJS



and  
email

Limits: maximum of 1 promotion per advert per week.

**Social Package:** £75 per advert As for Job of the Day plus sharing to other website / fora, for example specialist Facebook pages and LinkedIn groups, selected by CJS to ensure we're reaching the right audience for your job. Limits: one promotion per advert only.

➤ More information and samples can be seen here: <https://c-js.co.uk/CJSadPromo>

## Our advertisers say:

- The nearest thing to a trade paper that rangers in the UK has. (Borough Council)
- We have always filled our Countryside Ranger posts from CJS. (Borough Council)
- Very happy with your service. (Government Agency)
- It was very efficient and clearly popular with potential employees in this field. (County Council)
- Always get a good response with adverts in CJS. (Borough Council)

## Responses to our 2018 survey of advertisers.

All advertisers say the standard of applicants via their CJS Professional advert is as good as other sources, 91% say it's better.

All would advertise again and say it's simple and cost effective to advertise and would recommend using CJS Professional.

## **Reader profile:**

### **Highest qualification achieved**

BTEC / HND: 21%  
Degree: 48%  
Masters or higher: 31%

### **Years of professional experience**

Less than 10 years: 6%  
10-14 years: 14%  
15-19 years: 17%  
Over 20 years: 60%

### **Next post preferred grade**

Main grade: 8%  
Senior grade: 54%  
Management level: 38%

## **CJS Professional Deadlines for 2019**

<b>Issue</b>	<b>Booking</b>	<b>5pm Mon</b>	<b>Copy</b>	<b>12noon Tues</b>	<b>Published</b>
January	14/1		15/1		17/1 - one later than usual
February	11/2		12/2		14/2
March	11/3		12/3		14/3
April	8/4		9/4		11/4
May	3/5 NB Friday		7/5		9/5
June	10/6		11/6		13/6
July	8/7		9/7		11/7
August	6/8		7/8		9/8
September	9/9		10/9		12/9
October	7/10		8/10		10/10
November	11/11		12/11		14/11
December	9/12		10/12		12/12

Although we're tied to these dates for CJS Professional publication there is flexibility in choosing an edition of CJS Weekly and also your online posting.



## ONLINE ONLY: CJS Online

**First Published:** July 2000  
**Availability:** Is freely available worldwide every day, readers do not need to register.  
**Readership:** Average of 200,000 page loads per month (google analytics). The daily email is sent to 10,000 opt in readers. 6,500 followers on Twitter (@CountrysideJobs), 3,600 on Facebook and 3,600 on LinkedIn (correct 1/10/18)

**Why choose CJS Online:** For speed, adverts are online within one working day and usually the same day. We can embargo adverts until a specific date to correspond with your campaign. CJS Online is more flexible than the paper copies.

Package includes free hyperlinks to email and web addresses, brief details in the daily bulletins (sent by email, RSS, Twitter, Facebook and LinkedIn) also edited details of the vacancy will appear as standard free linage in the next available edition of CJS Weekly where deadlines permit.

Adverts stay online for up to four weeks or until the closing date whichever comes sooner. Longer runs by arrangement.

**Published:** Every weekday except Bank Holidays, Christmas and New Year.

**Deadlines** **Booking:** none

**Copy:** none

Please note last daily update is at 4pm each day; except Friday which is 3pm .

**Rates:** + VAT @ standard rates

**Linage** 200 words £50  
Additional words per 100 £22  
Unlimited words £175

**Logo** £40 each

**Video** Embed a video in your listing, £40 (limited to one per listing)

### Full Display ads: Regular sizes

Size	Dimensions (h x w, mm)	cost
1/4	130 x 85	£120
1/2	130 x 180	£240
Full Page	270 x 180	£480

Other sizes are accepted, please ask for a quote.

### Promote your advert

**Higher promotion:** £25 per day Text promotion.

Additional promotion with more detailed tweet plus LinkedIn and Facebook postings with highlighted repeat listings in the daily email. Limits: maximum of 3 per week.

**Job of the Day:** £50 per day Text plus image promotion, you can supply an image to use or CJS will create one for you. Includes: banner on the main jobs page. Banner Sample:

Includes detailed tweet, LinkedIn Facebook postings all with the image and highlighted in the daily with your logo.

**Job of the Day: Monday 1 January**  
Countryside Ranger with CJS



and  
email

Limits: maximum of 1 promotion per advert per week.

**Social Package:** £75 per advert As for Job of the Day plus sharing to other website / fora, for example specialist Facebook pages and LinkedIn groups, selected by CJS to ensure we're reaching the right audience for your job. Limits: one promotion per advert only.

➤ More information and samples can be seen here: <https://c-js.co.uk/CJSadPromo>

### Enhance your advert

#### Enhance your free linage in CJS Weekly

Add a logo £20

Enhanced listing £20 Slightly different layout, bold heading, boxed advert.

**Suggested extra:** Include your advert in CJS Weekly (regular package) for only 10% additional cost (approx.) or in CJS Professional (full coverage package, including CJS Weekly) for 20% extra.

NB: Where deadline permit, some restrictions on size.

## Reader profile:

### Highest qualification achieved

GCSE / A level: 6%  
BTEC: 13%  
Degree: 51%  
Masters: 27%  
Higher (e.g. PhD): 3%

### Years of professional experience

Less than one year: 13%  
2-5 years: 31%  
6-9 years: 17%  
10-14 years: 10%  
15-19 years: 9%  
Over 20 years: 20%

### Next post preferred grade

Entry / starter: 29%  
Main grade: 50%  
Senior grade: 14%  
Management level: 7%

### Posts of interest

**Countryside Ranger / Warden** and **Countryside Officer** posts are of interest to over 90% of the web users and form the main area of interest for around 40%.

**Arboriculture** is of interest for 70% of readers and for 6% is the main focus.

**Rights of Way and access** is the main search area for 6% of readers and is of interest to 80%.

**Wildlife and Zoology** (not research) is of interest to over 90% of users and is the main focus for 10%.

**Animal handling and welfare (including zoos)** is of interest to over three quarters and for the main focus for 5%.

**Ecology** is of interest to over 90% of readers and forms the main focus for 44%.

**Environmental education** is the major search area for 11% of users and is of interest to 92%.

**Outdoor Activities** posts are of interest to 82%.

**Community involvement and project work** is the main area for 21% of readers and 27% would like to see more of these roles.

**Visitor Management** is the main search area for 9% of readers and is of interest to 89%.

**Volunteer management and recruitment** type roles form the main focus for 10% and 11% would like to see more.

A new area for CJS is **Rural Regeneration**, 63% of readers have requests for this sector and similar roles to be added to our coverage.

**Research roles** form a growing area of interest with 20% of readers wanting to see more this type of vacancy and forming the main focus of 13%.

### Our advertisers say:

- The quality of candidates responding to CJS adverts means that I don't have to do much other advertising to get a decent shortlist for interview. Value for money second to none. (City Council)
- Very satisfied with the speed, efficiency and costs involved throughout the entire advertising process. (Government Department)
- Impressed with the promptness of the advert going onto the internet and subsequent speed of the first interest coming through on email, first enquiry came through in the afternoon of the advert being placed. (Private Zoo)
- The best response that we have received, excellent coverage. (County Council)
- We had a very good response to the advert and thank you for your assistance. (Royal Estate)

### Our readers say:

- ◆ A daily routine, thank you for giving such consistently good service to environmental job hunters.
- ◆ By far the leading website for providing career opportunities in the countryside management sector.
- ◆ My first port of call when looking for a job.
- ◆ The leading conservation jobsite on the net and one renowned throughout the ecological and biological world.
- ◆ Probably the one and only site worth looking at for jobs in the conservation sector.
- ◆ The one stop shop for all environmental jobs.

## Adverts for unpaid posts / volunteers and apprenticeships

### 50% discount off all advertising\*.

You may place adverts for volunteers in any of the publications.

We offer additional free advertising options for voluntary posts.

We also publish a CJS Focus on Volunteering in February with a second edition published in August / September of each year, please ask for more details about this.

### Free advert:

Standard lineage in CJS Weekly includes the same advert on the volunteers page of the CJS website.

For voluntary / unpaid roles here: <http://www.countryside-jobs.com/vols>

For apprenticeships / interns here: <https://www.countryside-jobs.com/volunteers/apprenticeships>

### Special deals for Voluntary/Apprentice posts:

#### Enhance your free lineage in CJS Weekly and on the volunteers page online:

Add a logo	£10	(50% discount already applied)
Enhanced listing	£10	Slightly different layout, bold heading.
Embed a video	£22.50	

\* Excludes CJS Focus which has different rates, please ask for information.

## Discounts and deals

### Repeat ads

If you don't fill the post in the first round of advertising and have to re-advertise we'll give you a discount of 20% of the cost of your second advert. If you still don't manage to fill the post then we'll advertise it free of charge until you do! (online only).

### Volunteer and Apprenticeships posts

50% off all paid advertising.

Standard lineage in CJS Weekly AND same lineage advert online: Free.

Enhance your listing by adding a logo for £10 (discount already applied)

### Online only options: Longer online advertising

For adverts with extended closing dates longer runs are available at 20% of the total cost per extra week (a 20% saving over a four week period).

### Bulk buying packages

Buy in bulk, pay up front and receive a discounted price.

Number of adverts to be placed	Discount %	You can use your pre-purchased adverts at any time over one calendar year.
3	5	Valid for any type of advert.
5	10	
10	15	
15	20	
20	30	
25	35	

### Terms for package deals.

#### Please specify repeat or multiple at time of booking.

**Repeat adverts:** like for like adverts only, if you require a bigger advert it will be at the full price, free adverts will be online and Weekly standard lineage only.

**Longer online advertising:** adverts must run concurrently with no alterations to copy.

**Bulk Deals:** size / type of adverts to be agreed and must be paid in full in advance.

These discounts will be applied after any other e.g. 50% for voluntary posts.

All adverts to be the same type, e.g. all 200 word lineage plus one logo.

Full terms and conditions of advertising are available online or on request.

## **ADDITIONAL SERVICES: CJS Services**

Additional recruitment services.

Available to add to any advertising with CJS, even the free linage in CJS Weekly.

### **Hosting additional information**

If you don't have a website or are unable to host your own documentation we can host your job description, application pack or other documentation.

We can supply you with a web link to use in any other advertising.

Cost minimum of £10 per document. Charged at £10 per 100kb or part thereof.

### **PO Box**

If you request application by CV and don't want them arriving in dribs and drabs or taking up your administrators time use a CJS PO Box.

We will set up a box number for replies which can be sent to us by post or email. We will acknowledge receipt for you and once the closing date has passed send a bundle of applications either by post or electronically, we can scan and email paper applications.

Cost £50 for digital only (by email)  
£75 for post and digital.

### **Application forms**

Use our online standard application form.

Direct applicants to our form, you can use the address in other adverts.

We collect the responses, acknowledge receipt and send you all applications by email or post after the closing date has passed.

Cost £100

### **CJS shortlisting service**

The ultimate package.

Use our online application form, provide us with a list of criteria both essential and desirable, you can rank them in order of preference.

We will acknowledge receipt of applications on your behalf and collect the responses.

Once the closing date has passed we will group your applications into sets up to a maximum of four groups, according to your criteria and then send you the applications.

Cost £750

### **CV Search**

Our sister site countryside-careers.com is a CV listing service for countryside job seekers and freelancers. It is free to see the profiles and access the CVs. You can browse by sector or search using a series of criteria. To access candidate contact information you must be registered on the site which is also free, applications to register as a recruiter are reviewed by the CJS Team to ensure employers are genuine.

Cost FREE

### **For information**

CJS is fully compliant with GDPR, is registered with the Information Commissioners Officers and is on the Data Protection Register, register entry Z98570707.

CJS will forward to the employer or their agent all information provided and will not retain or use supplied information for any other purpose.

CJS will destroy all copies within two weeks of the interview date or within eight weeks of the closing date whichever is the longer.