

GOODJOBS

2024

MEDIA DATA

Finding highly motivated talents with GoodJobs



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Become part of the community and get in touch!



ABOUT GOODJOBS

Our Vision

A world in which highly motivated people work for the most sustainable organisations and everyone is excited about Mondays.

Finding highly motivated talents with GoodJobs

Find dedicated team members who identify with the sustainable or social values and goals of your organisation.



Most relevant platform for sustainability and social issues



Book in our JobShop and simply create your own job ad, support available on request



Transparent overview of job performance in the dashboard



120.000+ website visitors¹



41.000+ subscribers



33.000+ followers



96.000+ followers



64.000+ followers

¹ Unique/Month

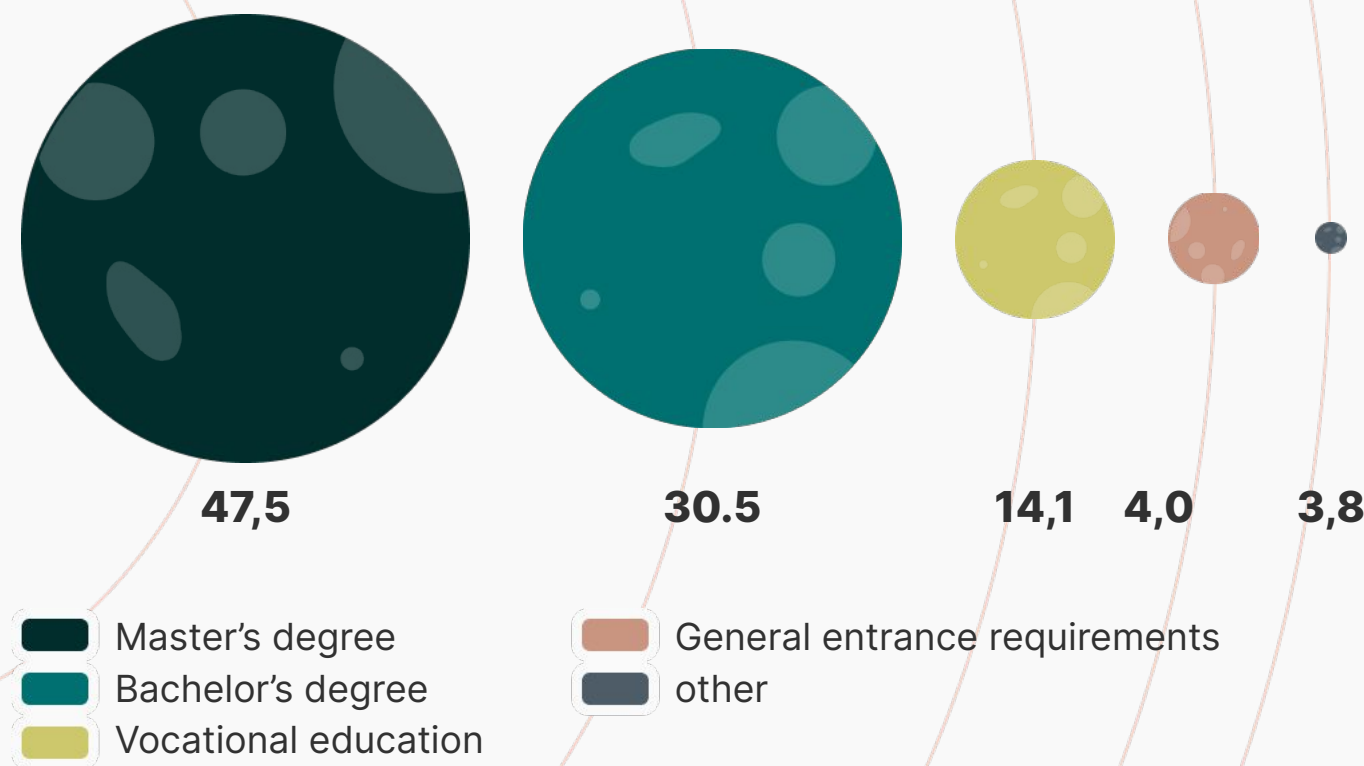
OUR TARGET GROUP

Our user profile

Our community is characterised by its versatility and a high academic and vocational qualification level. Applicants across the board are prepared for diverse tasks and challenges. **86.5% of our platform users are actively searching for a job or open to job offers.** Another 13.5% are using GoodJobs especially as a source for information and inspiration.

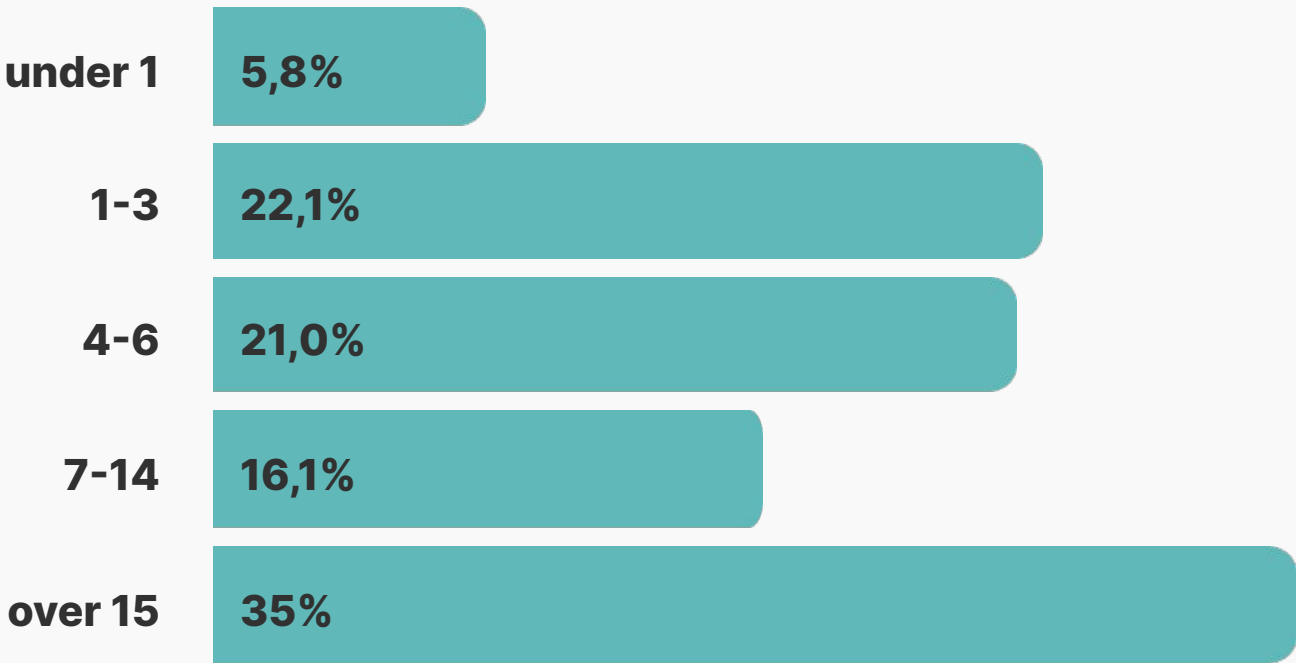
Highest educational qualification in %

78% of our users have an academic degree.



Working experience in years

Approximately the same amount of our users are entry-level and expert level talents.

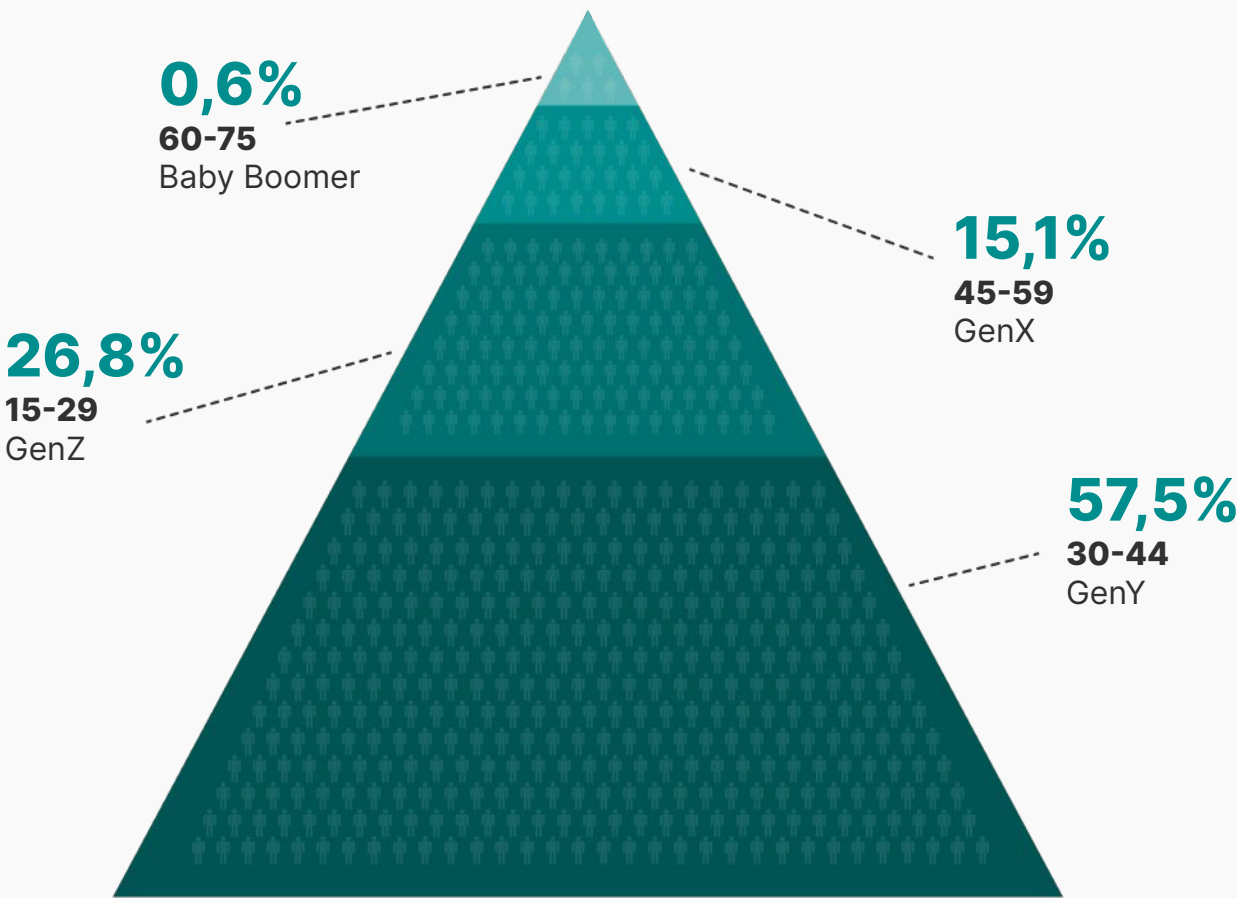


Source: GoodJobs user survey October 2023

OUR TARGET GROUP

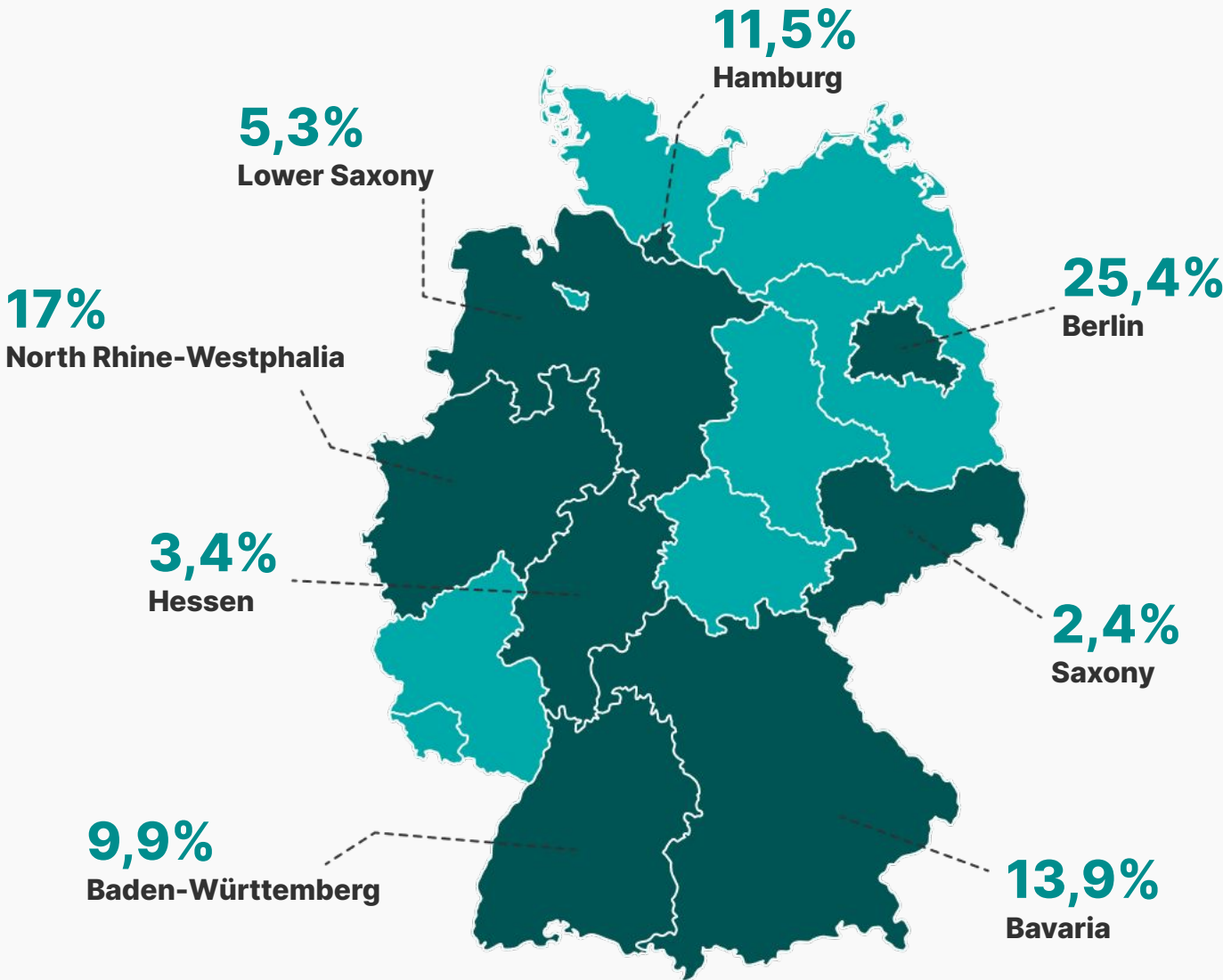
Age

84% of our users are between 15 and 44 (GenY & GenZ).



Geographical location/Residence

The vast majority, 84.5%, live in (larger) cities such as Berlin or Hamburg. Together with Bavaria, North Rhine-Westphalia and Baden-Württemberg, 77.7% of GoodJobs users live in these city states. Roughly ¾ of users prefer to work hybrid, 17.8% prefer to work completely remotely.



OUR TARGET GROUP

Our target group wants to have a positive influence with their work

At GoodJobs, candidates look for jobs that are meaningful for them. They want to support a social or sustainable mission with their work and make the world a better place. GoodJobs enjoys great trust as a gatekeeper for exclusively true impact jobs.



93%

want to create something sustainable with their work and achieve a positive impact.

60%

would change jobs immediately if they could do their current job in a sustainable or social company.

52%

would prefer a GoodJob to a job with a higher salary.

Source: GoodJobs user survey October 2023

JOB OFFERS

We offer the right package for every profile!

XX-Large

1.500€
plus VAT

✓ Dashboard

✓ Company Profil

✓ 10 weeks runtime

✓ Personal contact

✓ Posting Support

✓ Social Media Campaign Advanced

✓ Newsletter & Featured

✓ 2x Refresh

X-Large

950€
plus VAT

✓ Dashboard

✓ Company Profil

✓ 10 weeks runtime

✓ Personal contact

✓ Posting Support

✓ Social Media Campaign

✓ Newsletter & Featured

✓ 2x Refresh

GoodJobs Tip

Large

625€
plus VAT

✓ Dashboard

✓ Company Profil

✓ 8 weeks runtime

✓ Personal contact

✓ Posting Support

✓ Social Media Boost

✓ Newsletter & Featured

✓ Refresh

Medium

400€
plus VAT

✓ Dashboard

✓ Company Profil

✓ 6 weeks runtime

✓ Personal contact

✓ Posting Support

✓ Social Media Boost

Small

250€
plus VAT

✓ Dashboard

✓ Company Profil

✓ 6 weeks runtime

Publication in greenjobs.de

€ +75
plus VAT

Do you have more than one vacancy to fill? We offer volume discounts!

Contact us now!

GLOSSARY

The following overview shows you what our features and services can provide you:

<p>Dashboard</p> <p>Your dashboard will give you a full overview of active jobs and previous job history. You can view the job performance and book upgrades whenever necessary.</p>	<p>Company profile</p> <p>Your organisation will be added permanently and free of charge to the GoodCompany directory for sustainable and social employers.</p>	<p>Refresh</p> <p>Your job will appear on the top of our job listing within the runtime and includes an extension option of 2 weeks.</p>	<p>Publication in greenjobs.de</p> <p>Does your company or job ad have an ecological aspect? We would also be happy to post your job in our partner platform greenjobs.de.</p>
<p>Posting Support</p> <p>Our Posting team will quality check your job ad, help you with posting it and can answer any questions you might have under support@goodjobs.eu.</p>	<p>Social Media Boost</p> <p>We will post an ad for your job on Facebook and Instagram. This allows us to target potential applicants that meet your requirements.</p>	<p>Social Media Campaign</p> <p>Campaign on Instagram & Facebook with a duration of 2 weeks and up to 3 advertising media, higher budget and continuous optimization of the ad.</p>	<p>Social Media Campaign Advanced</p> <p>Upgrade of the social media campaign with a duration of 4 weeks and up to 5 advertising media, increased budget and continuous optimization of the ad. The ads are displayed either on Instagram & Facebook or LinkedIn.</p>
<p>Runtime</p> <p>Depending on the package booked, your job ad will be posted for 6, 8 or 10 weeks in our job listing.</p>	<p>Personal contact person</p> <p>Your dashboard will also list your personal contact person at GoodJobs, who will be happy to advise you on all questions.</p>	<p>Newsletter Integration & Featured</p> <p>Publication of the vacancy in our newsletter, reaching thousands of subscribers. Posted for 1 week on our homepage.</p>	

PERMANENT JOB ADS

For vacancies that are difficult to fill or where you are permanently on the lookout for talent.

Permanent Job Adverts

Individually priced based on service scope and runtime

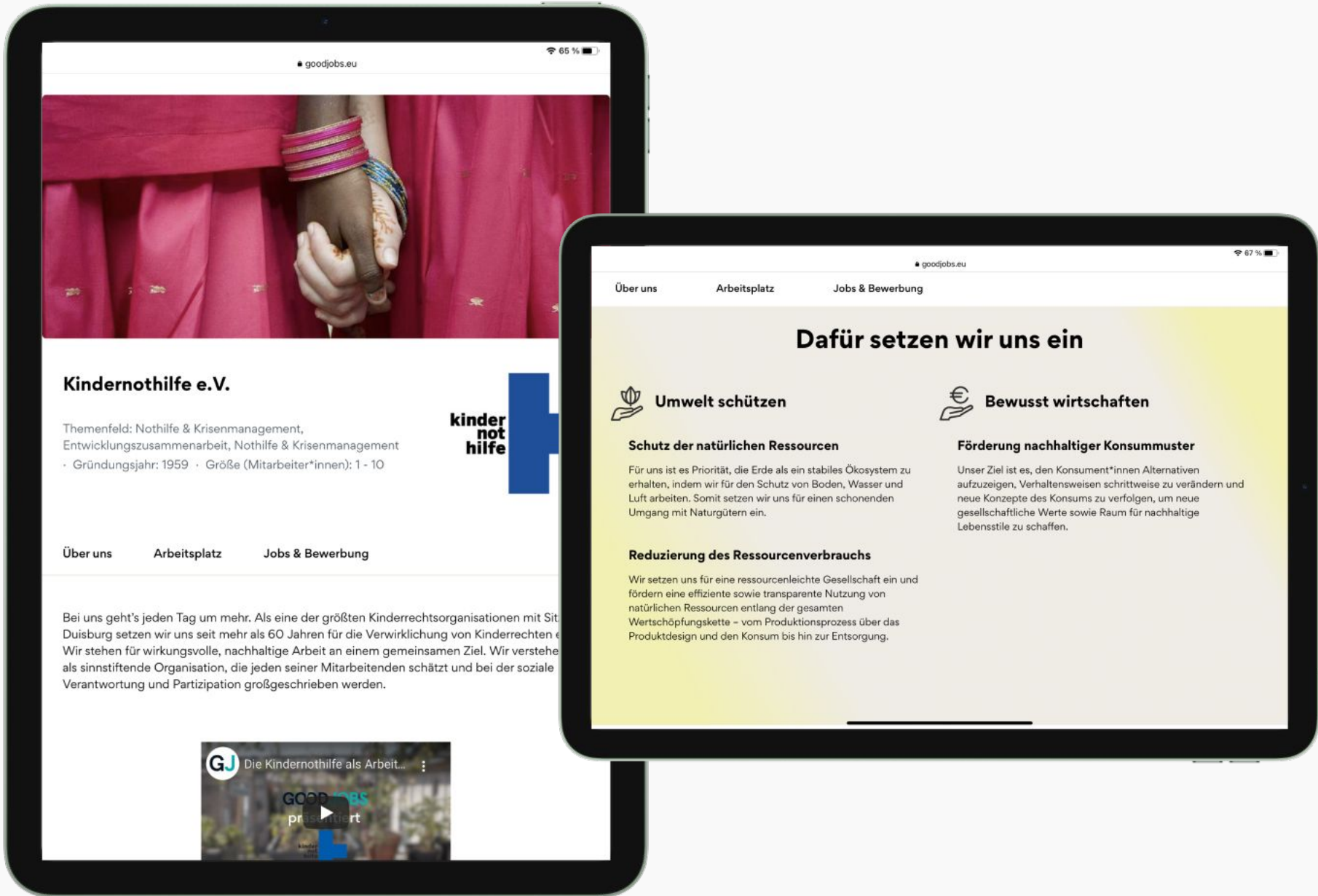
- ✓ 6 or 12 months job ad runtime
- ✓ The job ad appears automatically every 4 weeks in the top GoodJobs listing
- ✓ The job description can be optimised at any time
- ✓ Adjustments to the title or vacancy are possible for jobs regarding career orientation
- ✓ Depending on the package, social media performance optimisation and newsletter positioning included

Benefits

- ✓ Up to 20 % savings in comparison to individual job ads
- ✓ No administrative work for you
- ✓ Regular pushes for the vacancy
- ✓ Full transparency for vacancy performance on the dashboard

GOODCOMPANY PROFILE

Become part of the largest directory for social and sustainable employers.



Benefits

- ✓ Completed profiles increase visibility and additional information increases applicant numbers
- ✓ The icon immediately shows that the company is GoodCompany approved
- ✓ Direct link to open job ads, company videos and articles in our magazine
- ✓ Permanently online, free of charge and extendable at any time

View an example GoodCompany Profile [➤](#)

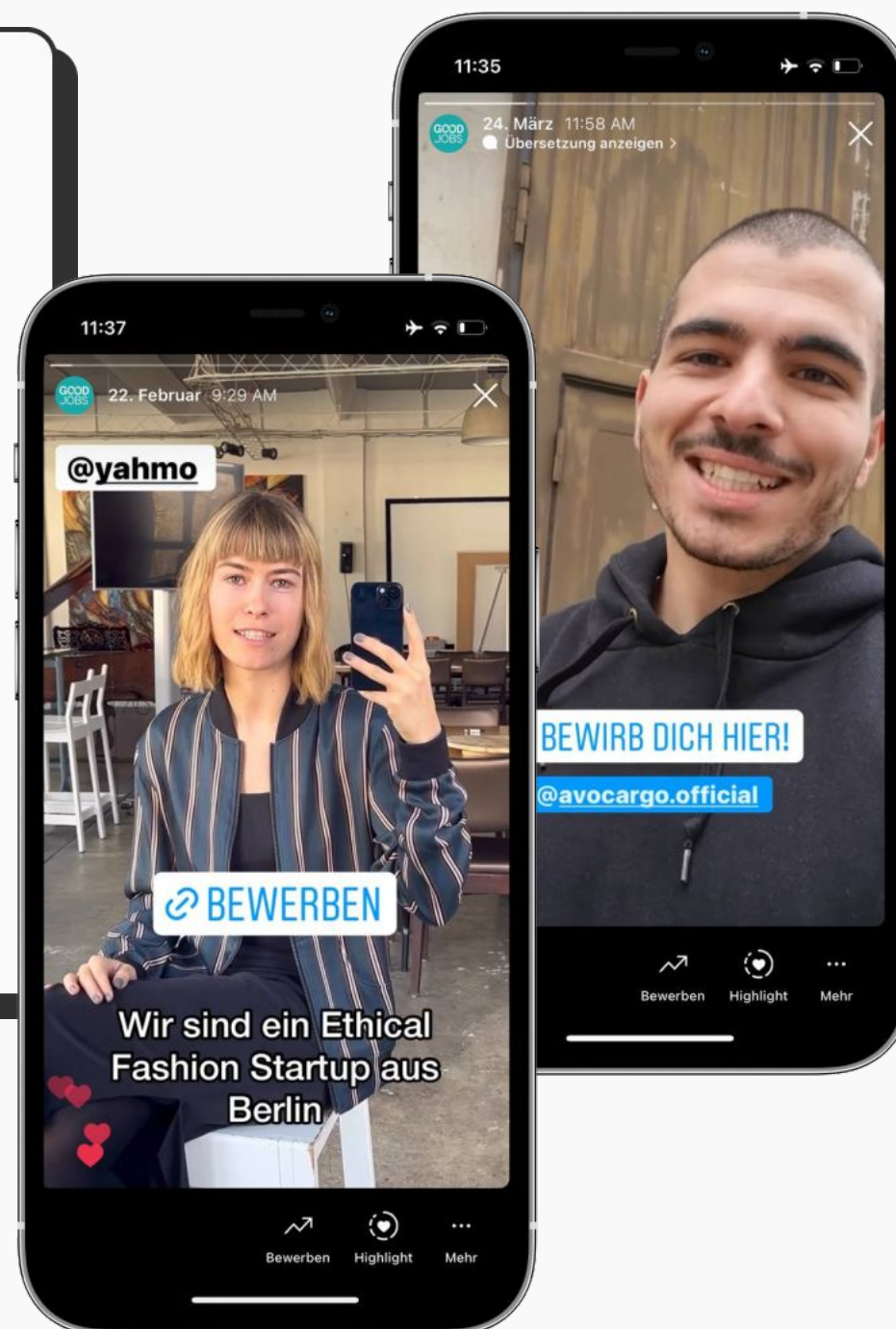
Our GoodCompany Criteria [➤](#)

JOBSTORY

Authentically present your job ad through an elevator pitch. You can address new talents emotionally and personally with our Instagram JobStory.

JobStory
300€
plus VAT

- ✓ 1 × 30 seconds Instagram story frame
- ✓ Individual design of story content
- ✓ Link to GoodJobs job ad
- ✓ Implementation time max. 5 days after receipt of video



Benefits

- ✓ Give the job ad a personal touch and impress candidates with your company by addressing them directly
- ✓ Easily reuse existing video snippets in our target group or quickly shoot a video with a smartphone
- ✓ Profit from the increased range of your job ad through audiovisual content

AT GOODJOBS YOU ARE IN GOOD COMPANY



This is what our partners say about us

"We experience the cooperation with GoodJobs as extremely uncomplicated and at eye level. Here we can specifically address people with a value orientation that fits GLS Bank. The applications with reference to GoodJobs speak for themselves."

**Janina Zajic, GLS, Team Lead,
Employee Services and Executive Relations**


"The long-standing cooperation with Goodjobs is fun and constructive. We communicate at eye level, the respective requirements are taken into account and implemented very quickly. Overall, the cooperation is goal-oriented and we always find a solution that suits all parties. Keep up the good work!"


**Wiebke Terbrüggen, Energielenker,
Human Resources Management**





"For us, Goodjobs is an effective platform to find new pioneers and different thinkers of the Post Milk Generation. The collaboration with Goodjobs is always uncomplicated, cooperative and creative."

**Annemarie Clabbers, Oatly, People & Culture
Manager DACH**

ANY QUESTIONS? CONTACT US!





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media channels



Network in our Slack
Workspace

