

Jobs2web Selected by Global Consulting Firm North Highland to Deliver Strategic Interactive Recruiting Solutions

- Ability to Create Long-term Relationships with Prospective Employees a Key Reason for North Highland's Selection-

MINNEAPOLIS, Minn. (November 28, 2011) – [Jobs2web](#), the leading provider of interactive recruiting solutions, today announced the launch of an optimized Jobs2web Recruitment Marketing Platform™ for global management consulting company, [North Highland](#). The company has experienced significant growth both in the U.S. and internationally and will benefit from Jobs2web's ability to target top talent quickly and cost-effectively.

With a new, enhanced career site from Jobs2web that features easy navigation and clear calls to action, North Highland will be able to deliver a rich candidate experience that attracts the seasoned consultants the company seeks. The Jobs2web platform automates the recruiting process, enabling a high level of interactivity that captures site visitors and converts them to candidates. The sustainable search engine optimization strategy is available through Jobs2web, which includes ongoing keyword research and monitoring and targeted talent landing pages.

“As North Highland's interactive recruiting partner, we are focused on helping the company find highly qualified consultants who will join the firm for the long haul. Our award-winning Recruiting Dashboard™ will give North Highland the data and information they need to understand their candidates better, which enables a better hire for the company at a lower cost-per-hire,” said Ken Holec, Jobs2web's Chief Executive Officer. “We pride ourselves on delivering a multi-channel recruiting strategy that fulfills our clients' long-term goals, and we look forward to helping North Highland continue to build a quality talent pipeline.”

The capabilities of Jobs2web's solution also mean that organizations like North Highland have their own centralized talent community to capture more passive candidates and amplify employee referrals. By automatically matching job keywords and emailing job openings to potential candidates and employees, the system fulfills North Highland's philosophy of building relationships for the long run. The additional OFCCP Job Distribution Solution from Jobs2web ensures that companies remain in compliance with OFCCP regulations with ease and efficiency.

The North Highland career site, powered by Jobs2web, is available at: <http://jobs.northhighland.com>.

About North Highland

North Highland is a global consulting firm that has changed the model of how a consultancy serves its clients. We hire only experienced consultants who live and work where our clients live and work, leveraging our global network of service area expertise. We also guarantee our work. As a result, we achieve exceptional results for some of the most recognizable names in the world.

We help business, government and non-profit clients define strategies, streamline operations, empower people, integrate suppliers, leverage technology and maximize customer interaction. Our innovative approach sustains successful, long-term relationships by helping clients achieve their business objectives again and again. For more information, visit www.northhighland.com.

About Jobs2web

Jobs2web helps organizations hire better people, faster and cost effectively. By using Jobs2web's proven Recruit Better® system, employers know which online channels provide better return on investment, recruit better talent and deliver better candidate engagement. See how at www.jobs2web.com.

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