

## **NAS and Jobs2Web Form Strategic Partnership**

*NAS Recruitment Communications, the industry leader in employment branding, recruitment solutions and career site development, announced today the launch of a strategic partnership with Jobs2Web, the premier provider of interactive recruitment strategies for forward-thinking companies.*

Cleveland, OH ([PRWeb](#)) July 30, 2008 -- NAS Recruitment Communications ([www.nasrecruitment.com](http://www.nasrecruitment.com)), the industry leader in employment branding, recruitment solutions and career site development, announced today the launch of a strategic partnership with Jobs2Web, the premier provider of interactive recruitment strategies for forward-thinking companies.

Through this dynamic alliance, NAS enhances its evolution of current Web 2.0 solutions. This offering will be branded as NAS Web 2.0 powered by Jobs2Web, and will transform career websites into powerful interactive recruitment tools. Features include career site optimization, online talent community management, a simplified application process, mobile recruiting via text messaging and social network recruiting.

"We're excited to be able to take the lead another step further as we provide our clients with next-generation recruitment capabilities," said John Stepien, Chairman and Chief Revenue Officer for NAS. "With NAS Web 2.0, our clients can make their career websites work as the central 'candidate-friendly' vehicle and actively engage the A-level talent that's so vital to an organization's success."

Doug Berg, Jobs2Web Founder and Chief Innovation Officer, said, "Our Web 2.0 platform for interactive recruiting enables the NAS network of employers to upgrade their career sites and interactive recruiting strategy, and provides them with powerful new ways to attract talent directly to their career site from search engines and social networks. By helping NAS' clients deploy state-of-the-art recruiting strategies with real-time visibility to what's driving results, we help them get an edge up on their competitors. We're proud to partner with NAS to provide these solutions."

With years of proven results helping clients to evolve and leverage new technologies, Jobs2Web serves as an ideal partner in NAS' effort to continually keep its clients on recruitment's leading edge.

NAS Recruitment Communications is the recognized leader in human resources communications and employment branding. As part of McCann Worldgroup, we deliver best-of-class solutions for online and offline candidate engagement, and offer specialized expertise in career websites, campus recruiting, diversity, onboarding, employee communications and metrics. Creating Demand. Delivering Talent. Changing Lives.

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