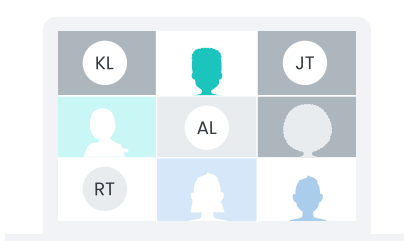


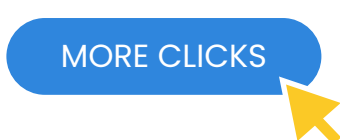
JobTarget Hire Insights: Remote Jobs



Remote jobs are on the rise in 2022. In general, a remote job posting will generate more traffic, but performance can vary depending on the type of job. We analyzed our job posting data to provide some recommendations around where you'll see the most success with remote jobs.

Using remote jobs to drive volume

Listing a job as remote tends to drive more clicks and applies.

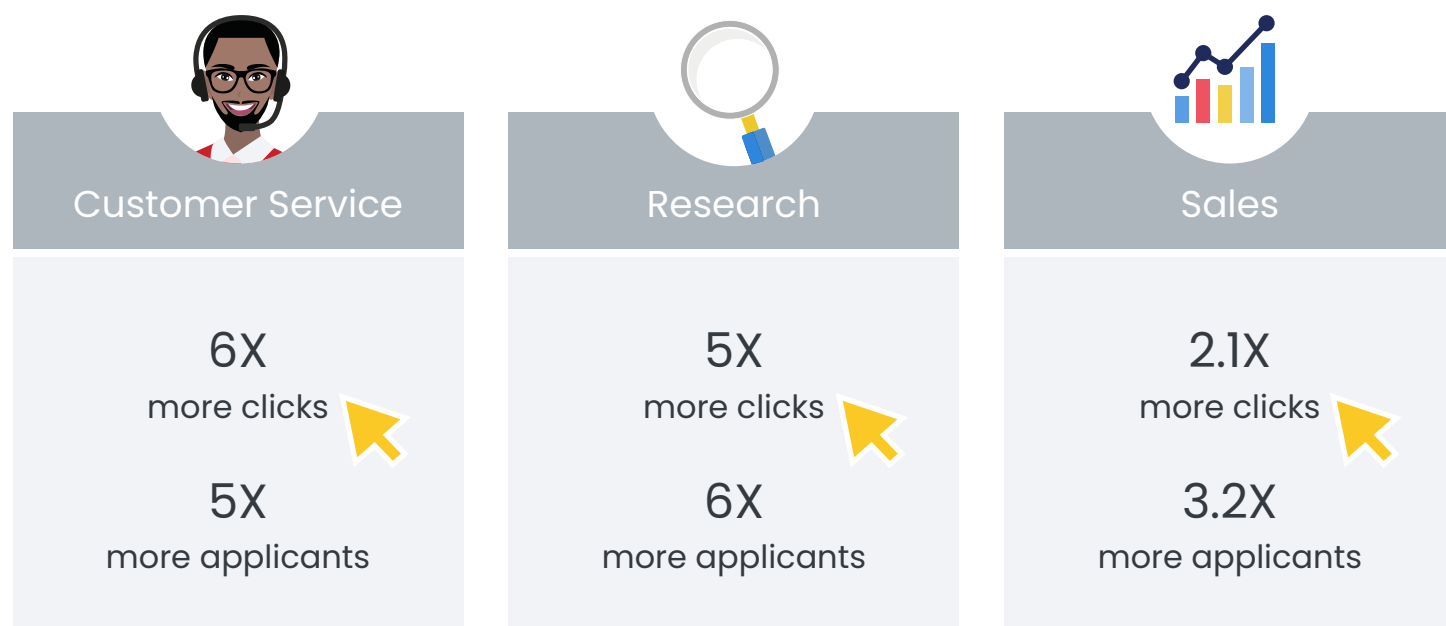


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Posting a job as remote generates approx. **0.8x more clicks** and **1.6x more applicants**.

Job Types that drive the best performance



Spend efficiency when posting remote jobs

While remote jobs can drive more traffic, they can also require higher budgets.

Posting a job as remote needs additional spending of approx. 0.5x to get a click and approx. 0.1x additional spending to get an applicant.



However, spend varies and some job types will give you a more efficient spend

General Business	0.4X less spend per click	0.6X less spend per applicant
Sales	Cost per click increased 17%	Cost per click decreased 14%
Research	0.2X less spend per click	0.3X less spend per applicant

Tips for posting your remote jobs:

01. Include "remote" in your job title to leverage the keyword term and circumvent any restrictions in how job sites allow you to post jobs with/without locations.
02. Use your job description to cover any specifics around location flexibility. Is the role truly remote or hybrid? Will they need to come into the office occasionally for meetings? Do you need them in the same time zone?
03. Posting your job regionally or nationally will give you the broadest pool of candidates, but be prepared to increase your budget.

