

Service Description

Personio Posting Bundles



Each job portal has its specific target group. Generalist portals cover all activities and sectors and usually also specialists and managers. Niche portals specialise in a particular applicant group or profession.

To optimally support your recruiting strategy, we therefore offer both generalist and relevant niche portals in the Personio advertising package.

For the placement of job advertisements, the contractual conditions (e.g. regarding inadmissible contents) and service description of the advertisement portals at the time of the placement of the job advertisement apply accordingly between Personio and the customer.

Generalist	Generalist professions, All sectors, Broadest coverage of activities and skills, Highest number of potential applicants Stepstone, Xing, Monster, LinkedIn, Indeed
Startups	Aimed at applicants who are looking specifically at the startup sector. Gründerszene, Deutsche Startups
Students & Interns	Aimed at applicants for working students and internships Stepstone Intern, Monster Campus

Portal & product	
Niche	Country of publication Target profiles All sectors Target activities
Ads	Ad type*, product details
More information	Link to the provider

***There are three main ad types**

- 1. Text with logo**
- 2. Design (HTML)**
- 3. Template**

The following is a brief overview of the display types and how the display is transmitted from Personio to the job board. See also: [Data transfer to external job portals](#)

1. Text with logo

In this case, only the job description-text and logo of the company deposited in Personio are transferred to the job portal, while the design is provided by the portal itself. It is not possible to change the design.

2. Design (HTML)

An HTML file of the posting is transferred to the portal and the design is shown according to Personio career page settings.

3. Template

This design is used by e.g. Stepstone and is called Liquid Design. All five sections of the attribute description field within *settings > recruiting > job description* will be transferred to the job portal and be displayed as boxes.

Additional information can be transferred manually and placed in the customer's Stepstone account, such as:

- Header image (URL needed or image up to 2MB)
- Background / heading color (color code needed)
- Video / Background image (URL needed or image up to 2MB)

Stepstone 30d	
Niche	DE Specialists and executives All sectors All activities
Ads	Ad-type: template, Duration 30 days, Refresh 1x, individual design manually addable
More information	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Stepstone 60d	
Niche	DE Specialists and executives All sectors All activities
Ads	Ad-type: template, Duration 30 days, Refresh 3x, individual design manually addable
More information	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Stepstone 90d	
Niche	DE Specialists and executives All sectors All activities
Ads	Ad-type: template, Duration 30 days, Refresh 4x , individual design manually addable
More information	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Stepstone Pro 30d	
Nische	DE Specialists and executives All sectors All activities
Anzeige	Ad-type: template, Duration 30 days, Refresh 1x , prioritised publishing on regional and niche-boards within Stepstone network, optimum reach, individual design manually addable
Weitere Infos	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Stepstone Pro Plus 30d	
Nische	DE Specialists and executives All sectors All activities
Anzeige	Ad-type: template, Duration 30 days, Refresh 1x , prioritised publishing on regional and niche-boards within Stepstone network, optimized reach, individual design manually addable
Weitere Infos	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Stepstone Pro Ultimate 45d	
Nische	DE Specialists and executives All sectors All activities
Anzeige	Ad-type: template, Duration 30 days, Refresh 2x , prioritised publishing on regional and niche-boards within Stepstone network, maximum reach, individual design manually addable
Weitere Infos	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Stepstone Intern 30d	
Niche	DE Studenten, Praktikanten All sectors Werkstudent, Praktikum
Ads	Ad-type: template, Duration 30 days, individual design manually addable
More information	https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job

Indeed Budget 360	
Niche	International Alle sectors All activities
Ads	Ad-type: text with image, Cost-per-click with 360 € budget
More information	https://www.indeed.com/hire/pricing?hl=en&co=DE&trafficTk=1etorl0ejt59b800&jstm=1619463754630

Indeed Budget 550	
Niche	International Alle sectors All activities
Ads	Ad-type: text with image, Cost-per-click with 550 € budget
More information	https://www.indeed.com/hire/pricing?hl=en&co=DE&trafficTk=1etorl0ejt59b800&jstm=1619463754630

Xing.de - Professional 30 Tage	
Niche	DE Specialists and executives All sectors All activities
Ads	Ad-type: text with image, Duration: 30 days
More information	https://recruiting.xing.com/en/products-solutions/products/xing-jobs

Xing.de Professional 60 Tage	
Niche	DE Specialists and executives All sectors All activities
Ads	Ad-type: text with image, Duration: 60 days
More information	https://recruiting.xing.com/en/products-solutions/products/xing-jobs

LinkedIn	
Niche	DE Specialists and executives All sectors All activities
Ads	Ad-type: text with image, Duration: 30 days
More information	https://www.linkedin.com/help/linkedin/answer/37307/stellenanzeigen-auf-linkedin-aufgeben-ubersicht?lang=en

Monster 30d	
Niche	DE All sectors All activities
Ads	Ad-type: Design, Duration: 30 days, 1x Refresh
More information	https://arbeitsgeber.monster.de/produkte/stellenanzeigen.aspx

Monster 60d	
Niche	DE All sectors All activities
Ads	Ad-type: Design, Duration: 30 days, 4x Refresh
More information	https://arbeitsgeber.monster.de/produkte/stellenanzeigen.aspx

Monster Campus 30d	
Niche	DE Interns, students, apprentices and graduating students Alle sectors Working students, apprenticeship, internships
Ads	Ad-type: text with image, Duration 30 days, 1x refresh
More information	https://arbeitsgeber.monster.de/produkte/ausbildung-studium-stellenanzeigen.aspx

Gründerszene	
Niche	DE Startup-Jobs digital businesses all activities
Ads	Ad-type: text with image, Duration: 30 days,
More information	https://recruiting.gruenderszene.de/preise

Deutsche Startups.de - Startup	
Niche	DE Startup jobs in the digital economy digital business all activities
Ads	Ad-type: Text with image, duration 30 days
More information	https://www.deutsche-startups.de/neue-stellenanzeige-schalten/