

# 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.

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

<b>Portal &amp; product</b>	
<b>Niche</b>	Country of publication   Target profiles   All sectors   Target activities
<b>Ads</b>	Ad type*, product details
<b>More information</b>	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 Pro 30d	
<b>Nische</b>	DE   Specialists and executives   All sectors   All activities
<b>Anzeige</b>	Ad-type: template, Duration 30 days, Refresh 1x , prioritised publishing on regional and niche-boards within Stepstone network, optimum reach, individual design manually addable
<b>Weitere Infos</b>	<a href="https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job">https://www.stepstone.de/stellenanzeige-online-aufgeben/?intcid=Button_RC-homepage_Image_Post-a-job</a>

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

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

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

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

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

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

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

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

Monster 30d	
<b>Niche</b>	DE   All sectors   All activities
<b>Ads</b>	Ad-type: Design, Duration: 30 days, 1x Refresh
<b>More information</b>	<a href="https://arbeitgeber.monster.de/produkte/stellenanzeigen.aspx">https://arbeitgeber.monster.de/produkte/stellenanzeigen.aspx</a>

Monster 60d	
<b>Niche</b>	DE   All sectors   All activities
<b>Ads</b>	Ad-type: Design, Duration: 30 days, 4x Refresh
<b>More information</b>	<a href="https://arbeitgeber.monster.de/produkte/stellenanzeigen.aspx">https://arbeitgeber.monster.de/produkte/stellenanzeigen.aspx</a>

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

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

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