

JOBSTER REFERRAL REWARDS

ACTIVATE YOUR EXTERNAL NETWORK

Jobster-administered referral awards make it easy to extend referral awards to non-employees and significantly increase the reach of your campaigns.

Studies have shown that the highest quality candidates come from employee referrals¹ and an Employee Referral Program (ERP) provides great incentives to encourage your workforce to participate. Imagine also being able to motivate an external network of professionals to provide high-caliber candidate referrals as well.

With **Jobster Referral Rewards**, you can activate and extend your external network of talent scouts by offering bonuses to non-employees in return for referrals. Jobster Referral Rewards removes the burden of processing external referral awards while generating more prospects and hires in critical skill sets and promoting additional distribution of your Jobster messages.

How it works

You can realize significant benefits by extending a referral reward program to external contacts. Yet paying a reward for an external referral can be a cumbersome process, and might involve a complicated maze of tax liabilities, W-9 and 1099 forms, and other administrative hassles. In addition, tracking who is eligible for each reward and ensuring prompt payment or shipment is often nearly impossible to scale.

With Jobster Referral Rewards, you can track and reward external referrers without the administrative burden. When a person referred by an external contact or series of contacts is hired, Jobster takes it from there. Cash and non-cash rewards (such as electronics or gift cards) can be used to increase participation in referral campaigns, and can be awarded not only to direct contacts of the successful referral but also to contacts that are multiple degrees away. Jobster will bill you only for successful referrals under your existing contract and pay the referral reward directly to the referrer, while assuming all tax liabilities and payroll obligations.

The Jobster Referral Rewards advantage

The Jobster Referral Rewards program:

- Generates an average of 25-50% more prospects from Jobster messages and campaigns
- Provides a high degree of flexibility in which external contacts receive referral rewards
- Helps you leverage employees in the search without paying a double bonus
- Greatly reduces recruiting costs
- Contributes to building an asset of future hires and connections
- Uses cash or other appealing incentives to motivate and reward your best referrers
- Removes the administrative and financial burden of processing external referrals

Be a hero to your hiring managers

Jobster recommends that hiring managers be coached to use a Jobster Referral Rewards campaign before sending any position to search firms, which charge an average fee of 20% of the new employees' first year salary. Offering a referral award to the members of your talent network and other external contacts can represent a significant cost saving to that hiring manager - without incurring any risk. If you don't make a hire, you don't pay!

Case study

A Midwest-based provider of human resources services recently needed to hire auditors, which in the past had proven to be a very challenging (and very expensive) position to fill.

By offering a referral reward at a fraction of the cost they would normally pay and reaching out to their Talent Network, past applicants, and current employees, the company successfully hired five individuals in record time without having to process any paperwork or incurring a payroll tax liability.

Getting started

External referral programs can be customized depending on the results you are trying to achieve. Please contact your Jobster strategic account manager or call our client services team at 1-888-611-JOBS to learn how to get started with Jobster Referral Rewards today.