



# EXACT MATCH JOB DOMAINS PLAYBOOK

**Taykon**   
talent solutions

## **8 JOB BOARD OPERATING MODELS**

## Traditional Niche Site

The traditional job board model serves targeted industries, creating a dedicated space for employers and candidates in niche fields. Focused on specific sectors, these job boards prioritise relevance, making them ideal for attracting specialised talent and fostering a dedicated user base that values targeted listings over general, broad-scope boards.

## Model

# #1

### Key Features

Traditional sites offer duration-based job postings and access to industry-specific resume databases. Employers can select from single postings or subscription packages to access niche talent pools over extended periods, and additional features like industry-specific filters make the candidate search process more efficient.

### Example

In the healthcare sector, a specialised job board may include more granular filters for certifications or specialties, allowing employers to target qualified healthcare professionals. Subscriptions could span from single posts to multi-month access for healthcare providers with ongoing hiring needs.

### Advantages

This model's focused approach attracts highly relevant audiences, building trust and positioning the site as an industry authority. Specialised boards are valued for their precise targeting, fostering brand loyalty among industry users and becoming go-to resources for specific talent needs.

### Disadvantages

While effective in drawing a highly targeted audience, specialised boards often have smaller user bases. Employers with broader hiring needs may still need to supplement with general job boards.

### Success Factors

- **High-Quality Traffic:** The board attracts candidates with the specific skills employers seek.
- **Niche Reputation:** Builds credibility and loyalty within the sector.
- **Industry-Relevant Tools:** Sector-specific filters and features that add value to the user experience.

### Potential Partnerships

Professional associations, industry publications, and niche aggregators can help expand visibility and broaden the candidate pool.

### Success Metrics

- **Audience Relevance:** Percentage of industry-aligned candidates.
- **Engagement:** Application frequency and return visits.
- **Sector Recognition:** Awareness and reputation within the industry.

### Future Considerations

Enhancing the model with AI-driven matching and niche resources, such as training or pay-per-application options, could expand the platform's appeal and improve ROI for employers by increasing candidate relevance and interaction. Additionally, AI now enables seamless content updates by automatically syncing job listings from company career websites. This automation helps traditional specialised job boards maintain current, high-quality listings with less manual effort, making it easier to build and sustain comprehensive, real-time job content.

## Recruitment Agency-Sponsored Job Board Model

This model enables recruitment firms to establish an industry-branded job board, offering multi-employer listings specific to a particular sector. By positioning themselves as industry experts, recruitment agencies using this model can attract both job seekers and employers seeking targeted talent in niche fields. The board allows agencies to build stronger relationships with clients, increase their brand presence, and grow a specialised candidate pool.

## Model

# #2

### Key Features

This model operates under an industry-specific domain where the agency posts jobs from multiple employers, positioning the board as a go-to resource for the sector. Agencies can offer clients priority listing options, employer branding, and enhanced job postings. They may also add features such as industry news, career resources, and networking tools to boost engagement.

### Advantages

For agencies focused on specific industries, an agency-branded job board provides value by attracting a steady flow of relevant candidates and building a robust talent database. It strengthens the agency's credibility and appeal among employers by offering a branded platform tailored to specific hiring needs.

### Disadvantages

While effective in niche markets, the model requires an ongoing investment in content and engagement strategies to differentiate it from generalist boards. Success also depends on a well-defined sector focus and effective partnerships to drive traffic.

### Success Factors

- **Industry Focus and Expertise:** Deep understanding of the sector to position the board as a credible resource.
- **Talent Pipeline Management:** A strong talent CRM and ATS integration to manage candidate relationships.
- **Differentiated Content:** Career advice, news, and skill-building resources to attract and retain candidates.

### Potential Partnerships

Collaborating with industry associations, aggregators, and content providers can expand reach and add value. Partnerships with CRM and ATS providers ensure streamlined candidate management and improve recruitment efficiencies.

### Success Metrics

- **Candidate Pool Growth:** Increase in sector-specific candidate numbers.
- **Time-to-Fill Improvement:** Reduced time-to-fill for roles in the focus industry.
- **Brand Recognition and Traffic:** Higher visibility and reputation as an industry-specific resource.
- **Client Retention and Satisfaction:** Increased employer engagement and satisfaction with the service.

### Future Considerations

To enhance the model, agencies could leverage AI to match candidates with job opportunities based on skills and career goals, or to offer personalised job recommendations. Adding community features, such as webinars and newsletters, can boost candidate engagement, while data analytics provide insights to further refine recruitment strategies and optimise talent acquisition for clients. AI-driven automation can also facilitate real-time updates of job listings from an agency's client career sites directly to the industry-relevant jobsite.

## Corporate-Sponsored Job Board Model

The corporate-sponsored job board model allows a large company, often with significant hiring needs, to create an industry-specific job board under its branding. This model transforms a dedicated domain, such as [miningjobs.com.au](http://miningjobs.com.au) for a mining company, into a central recruitment and career information hub. Unlike commercial, revenue-driven boards, this model enhances employer branding and establishes the company as an industry leader by positioning it as a primary resource for career opportunities and sector insights.

## Model

# #3

### Key Features

The platform typically hosts job listings, industry news, and career content that speaks directly to the target talent pool. The model prioritises direct brand engagement with candidates, building a strong talent pipeline over time while allowing the company to fully control the candidate experience.

### Advantages

This approach is ideal for corporations with large or ongoing hiring volumes, especially in specialised fields. A corporate-sponsored job board enhances brand visibility, attracts relevant candidates directly, and creates a loyal pipeline of talent that aligns with both current and future hiring needs. This positions the company as a dominant employer within its field.

### Disadvantages

This model requires substantial resources, including initial site development, continuous content creation, and a sustained marketing strategy to drive traffic. It may be less effective if the company has only occasional hiring needs or if it operates in a competitive sector where candidates prefer broader job boards.

### Success Factors

- **Established Brand Presence:** A well-recognised and respected brand within the sector.
- **SEO and Marketing Expertise:** Strong SEO and niche marketing capabilities to drive organic traffic and brand engagement.
- **User-Friendly Design and Customisation:** Tailored job search features and industry-specific content that engages candidates.
- **ATS and CRM Integration:** Seamless technology integration to support candidate tracking and relationship management.

### Potential Partnerships

Working with SEO/SEM providers, industry content creators, job aggregators, and industry associations can boost site visibility and credibility within the sector, reaching passive and active candidates alike.

### Success Metrics

- **Relevant Applications:** Volume of applications from candidates with sector-specific expertise.
- **Engagement with Industry Content:** Visitor engagement, including time spent on job listings and career articles.
- **Brand Recognition:** Perception and sentiment regarding the company's reputation as a leading employer in the sector.
- **Pipeline Growth:** Increase in sector-specific talent within the ATS or CRM for long-term hiring.

### Future Considerations

To stay competitive, companies can implement AI tools for personalised job recommendations and content, ensuring a more engaging candidate experience. Incorporating multimedia content like employee testimonials, industry webinars, and career pathway guides can further enhance the platform, positioning the brand as an industry authority while improving candidate retention and engagement.

## Aggregator Model

The aggregator model, which emerged in 2003, compiles job listings from various sources, including job boards, company career pages, and even other aggregators. This approach provides a centralised platform where job seekers can access a wide range of listings across industries and regions. Aggregators are known for maximising exposure for job ads through high visibility and extensive reach.

## Model

# #4

### Key Features

Aggregators primarily operate on a pay-per-click (PPC) revenue model, with some offering pay-per-application (PPA) options. This model allows employers to pay based on ad engagement, making it cost-effective for high-volume exposure.

### Example

A multinational aggregator may gather jobs from diverse markets, such as the U.S. and EU. While PPC is the primary revenue model, approximately 10% of revenue may be generated through PPA, appealing to employers looking for conversion-based ad spending.

### Advantages

With a large enough target market, aggregators can achieve substantial growth by increasing both user volume and revenue. The model supports high exposure across sectors, catering to a broad audience.

### Disadvantages

Being generalists, aggregators may face competition and challenges in maintaining unique value, as the model is easily replicable. Additionally, generalist aggregators often lack the niche focus that appeals to industry-specific candidates.

### Success Factors

- **SEO Expertise:** Aggregators depend on strong search engine visibility to attract organic traffic.
- **Capital Investment:** Requires significant funding for SEO and search engine marketing (SEM) to maintain high visibility and competitiveness.

### Potential Partnerships

Partnering with job boards, SEO firms, and programmatic vendors can expand reach and improve ad targeting, enhancing overall platform effectiveness.

### Success Metrics

- **Traffic Volume:** Site visits from job seekers.
- **Engagement:** Clicks per job post, indicating ad effectiveness.
- **Reach:** Total job ad exposure across the aggregator and partner networks.

### Future Considerations

Integrating AI for personalised job recommendations and using programmatic advertising to optimise PPC can improve engagement by targeting users with relevant roles. Additionally, AI-driven automation can streamline the aggregation of job listings from diverse sources, ensuring current and comprehensive content with minimal manual oversight.



## Hybrid Model

The hybrid job board model combines multiple services and revenue streams, offering flexibility to cater to diverse employer needs within a specific industry or niche. This model's adaptability and range of features make it one of the most popular in the job board landscape, particularly for niche sectors with specialised requirements..

## Model

# #5

### Key Features

A hybrid board typically includes a variety of revenue options, such as pay-per-post, subscriptions, targeted candidate emails, employer branding, and candidate assessment or background screening services. This approach enables a tailored experience that aligns with the unique needs of different employer types within a sector.

### Example

A niche hybrid site in the finance sector may offer pay-per-post options alongside employer branding, candidate assessments, and targeted emails. This breadth of services appeals to finance employers who require verified credentials or specific skill sets.

### Advantages

Hybrid models can meet the specialised needs of specific industry employers while providing multiple complementary revenue streams. This versatility allows job boards to optimise revenue and appeal to a wider range of employers, especially those with diverse recruiting needs.

### Disadvantages

When employers only require basic job postings or resume search, the demand for additional services may decline. This reliance on supplementary offerings can limit the revenue potential if a significant portion of employers prefer traditional job posting methods.

### Success Factors

- **Market Research:** Understanding the unique requirements of target employers to offer valuable, customised services.
- **Capital Investment:** Funding for developing diverse services and functionalities.
- **Effective Marketing:** Promoting each service effectively to maximise employer engagement.

### Potential Partnerships

Collaborations with assessment vendors, background screening providers, email marketing services, market research firms, and programmatic networks can enhance offerings and increase platform value.

### Success Metrics

- **Revenue Per Customer:** Increased average spend from employers across multiple services.
- **Service Diversification:** Aiming for less than 60% of revenue from duration-based job ads, focusing on complementary services.
- **Market Differentiation:** Unique offerings that set the job board apart from generalist platforms.

### Future Considerations

Hybrid boards can benefit from AI integration for matching candidates to specialisms or assessments. Leveraging data analytics to assess employer preferences and fine-tuning services based on these insights can further differentiate hybrid boards in competitive markets.

## Candidate-Pay Model

The candidate-pay model shifts the traditional job board revenue structure by charging candidates, rather than employers, to access job listings and related features. This model is common in niche markets where candidate supply exceeds demand, offering paying members exclusive access to premium job content. Candidate-pay sites currently represent less than 10% of the job board market.

## Model

# #6

### Key Features

Candidates typically pay for memberships to view job ads and related resources, often in tiers (e.g., 1, 3, or 6-month access). Employers usually post for free, making the site an attractive option for companies that don't want to incur job ad costs in candidate-heavy fields.

### Example

A job board specialising in sports careers could require candidates to subscribe for access to industry-specific job postings, offering exclusivity in a competitive job market.

### Advantages

This model works best in candidate-saturated markets, where job seekers are willing to pay for a competitive edge. Since employers can post for free, they are likely to choose this model over paid alternatives, increasing job volume and variety.

### Disadvantages

Candidate-pay models can be challenging due to the prevalence of free job boards, as candidates are accustomed to free access. This model may require targeted marketing and perceived value to attract paying users, even in oversupplied candidate markets.

### Success Factors

- **Targeted Market:** A candidate-heavy field where access to exclusive listings is perceived as valuable.
- **B2C Marketing Experience:** Effective campaigns that communicate exclusivity and the benefits of paid membership.
- **Customer Support:** A system for handling membership inquiries and offering support, enhancing user satisfaction and retention.

### Potential Partnerships

Collaborating with career services, such as resume writing, assessment firms, and job aggregators, can increase value by offering additional services to paying members.

### Success Metrics

- **Membership Conversions:** Conversion rates from site visitors to paid members.
- **Renewal Rates:** Membership renewals, indicating sustained value perception.
- **Job Volume:** Consistent posting volume to maintain candidate interest.

### Future Considerations

To enhance appeal, candidate-pay boards can integrate AI-driven job matching and personalised job alerts, adding value to memberships. Partnerships with upskilling or credentialing providers can also help justify membership costs by offering candidates more than just job access.

## Sourcing Site Model

The sourcing site model caters to employers who actively source candidates rather than relying on traditional job postings. This model captures detailed candidate information—such as resumes, profiles, and skill sets—enabling recruiters to directly match candidates to specific roles based on employer requests. While it resembles a traditional job board, its primary focus is on data collection and matching to optimise the hiring process.

## Model

# #7

### Key Features

Sourcing sites generally require candidates to create in-depth profiles, which may include skill assessments or project portfolios. Employers can then access and filter this data for relevant matches, often paying a fee per match or on an annual subscription basis.

### Example

A tech-focused sourcing site might ask candidates to complete profiles with detailed skills, certifications, and experience in specific programming languages. Employers, often charged per match, gain direct access to a pool of candidates pre-qualified for technical roles.

### Advantages

Sourcing sites maximise employer revenue potential by providing tailored, high-quality candidate matches, particularly for skilled and hard-to-fill roles. This model is also effective in targeting candidate segments that may be less visible on open-profile platforms like LinkedIn, thereby creating a specialised talent pipeline.

### Disadvantages

This model requires a large candidate database to be effective, making profile acquisition a critical (and often expensive) component. Additionally, sourcing sites depend heavily on advanced matching technology, which can be costly and complex to develop.

### Success Factors

- Targeted Employer Market: Employers willing to pay a premium for precise candidate matches.
- Matching Technology: Robust software for effective candidate matching.
- Sufficient Capital: Funding to build and maintain a comprehensive candidate database.

### Potential Partnerships

Partnerships with aggregators, matching software developers, and investment firms can help sourcing sites enhance reach and refine matching algorithms.

### Success Metrics

- Candidate Database Size: Volume of candidate profiles in the database.
- Match Success Rate: Number of successful candidate-to-position matches.
- Revenue Per Client: Revenue generated from each employer using the platform.

### Future Considerations

With AI-driven tools, sourcing sites can offer enhanced candidate matching through machine learning and predictive analytics. Integrating candidate engagement features, such as personalised job recommendations or skill assessments, can further increase candidate retention and profile completion, enriching the talent pool and providing added value to employers.



## Professional Network Model

The professional network model creates an online community for members of a specific industry or profession to connect, interact, and share content. Similar to LinkedIn but often specialised for niche industries, this model includes member profiles, career-related resources, and opportunities for networking within a defined field.

## Model

# #8

### Key Features

Professional networks typically feature detailed member profiles, portfolio uploads, and career content. Revenue streams may include job ads, membership fees, and advertising, allowing the platform to maintain and expand its community-focused features.

### Example

A network dedicated to architects could offer members the ability to showcase portfolios, upload profiles, and share project plans, appealing to both employers and industry peers. Revenue might come from employer job ads, professional membership fees, and targeted advertising.

### Advantages

For industries with highly skilled or specialised talent, a professional network can be more effective than traditional job boards by attracting and engaging a targeted audience. If similar offline networks exist, the online platform can replicate and scale these connections, increasing its appeal.

### Disadvantages

The model may struggle if the target market isn't well-defined or if members don't see clear benefits in joining the network. Building and maintaining engagement can be challenging without compelling content and member interaction.

### Success Factors

- **Defined Target Market:** A clearly identified candidate audience that provides value for employers.
- **Effective Outreach:** Ability to attract and convert this market cost-effectively.
- **Limited Competition:** Success is more likely if there are few direct network competitors in the field.

### Potential Partnerships

Collaborations with professional associations, aggregators, and SEO/SEM firms can increase visibility, drive traffic, and strengthen network credibility.

### Success Metrics

- **Membership Percentage:** Portion of the target audience actively using the network.
- **Engagement Levels:** Interaction rates within the network, including profile visits and content shares.
- **Awareness in Target Sector:** Recognition of the network as a valuable community resource.

### Future Considerations

Incorporating AI-driven recommendations for content, connections, and career resources can improve user experience and engagement. Offering features like industry webinars, certification programs, and skill-building resources can further increase value for members and enhance employer interest in accessing this specialised talent pool.