

CATERER.COM LINKS WITH THE AA

Submitted by: 10 Yetis PR and Marketing

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The UK's most visited website for hospitality jobs, www.Caterer.com, has become patron supplier to AA Hotel Services for Online Recruitment.

To kick off its new role, website director Ian Burke presented the AA Chefs' Chef of the Year Award 2008-2009 on 2 September. Philip Howard, chef-patron of the Square, scooped the accolade at the AA Centenary Awards, which were held at Grosvenor House hotel in London.

What's significant about Caterer.com's new role as patron supplier is that the jobsite has become a partner rather than supplier to the industry. This underlines its policy of working closely with both employers and jobseekers to provide a cost-effective, efficient recruitment service.

Caterer.com's success is partly down to the fact that, while its clients include national brands across hotels, restaurants, pubs, bars and contract caterers, it has recognised the value of providing a personalised recruitment service at a local level.

To meet this need, the company has opened regional offices in Glasgow, Manchester and most recently Exeter, where a team of experts serve the south-west region.

It's a strategy that works. In the past 12 months alone, Caterer.com has seen a 66% increase in the size of its jobseeker database.

Ian Burke, website Director of Caterer.com comments;

"We are confident this will increase as demand for traditional forms of newspaper and magazine advertising drops and the cost-effective, targeted service that online recruitment provides grows."

EDITORS NOTES:

About Caterer.com

Caterer.com (www.caterer.com) is the UK's leading hospitality recruitment website.

The site carries over 20,000 vacancies for hospitality professionals looking for a career in top hotels, restaurants, contract catering, pubs and bars - from around 500 employers at any one time.

Caterer.com is part of Totaljobs Group, the UK's largest and fastest growing online recruitment company, comprising 10 job board businesses, which between them carry over 300,000 jobs, and attract over 3.3 million jobseekers, generating 2 million applications every month.

These recruitment websites are CareerStructure.com, Caterer.com, Catererglobal.com, CWJobs.co.uk, Retailchoice.com, Salestarget.co.uk, Totaljobs.com and Totaljobs.nl

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