

In response to recent research conducted, CWJobs is running a comprehensive IT skills campaign to highlight and attract attention to the issues surrounding IT skills supply and demand in the current economic climate.

IT SKILLS SURVEY

April saw us conduct an IT skills survey of our jobseekers, to which we received an incredible 1,500 responses in just five days. The results of this survey are being published in a white paper report in June 2009 but a quick snap shot of some of the responses are as follows:

- **58% felt that the IT industry is being forced to retrain to meet the demands of the current economic climate**
- **84% would consider training in other specialist skills if struggling to find work**
- **SQL (32%), Java (28%), .NET (27%), SAP (25%), and Oracle (25%) were the most popular skills if they were to retrain or upskill**

MYSKILLSCLOUD.CO.UK

Launched in conjunction with an extremely popular skills cloud t-shirt competition last year, which saw all the t-shirts on offer snapped up in just 4 days, www.myskillscloud.co.uk was created to highlight the importance of candidates' IT skill sets.

The site enables them to create their own skills cloud and compare it to the skills in demand in the IT job market. Candidates can then click on the skills in demand and they are taken through to prepopulated search results on CWJobs.co.uk.

The first four months alone saw **over 11,500 visits** from IT professionals generating **more than 24,400 page views** and each spending an average of 2 minutes on the site.

PUBLICITY CAMPAIGN

We are working with an external digital PR agency to push all the information gathered from the IT skills survey to market. Our IT skills press release can be viewed at <http://cli.gs/ITskillspressrelease>.

ONLINE ADVERTISING CAMPAIGN

Using a combination of site specific (contextual) and behavioural targeted advertising, we are reaching active IT jobseekers through a comprehensive online advertising campaign.

This includes advertising across both mainstream sites popular with the IT community as well as IT specific sites such as ZDNet, The Register and TechCrunch.

VIRAL MARKETING CAMPAIGN

To add some fun and attract a little more attention to the IT skills campaign, we have also created a viral skills cloud campaign site: www.ifeveryoneworetheirskillscloud.com

This enables you to generate your own personal skills cloud image and upload it or forward it onto a friend, creating the desired 'viral' affect and sparking conversation and debate.

This has also been supplemented with the launch of our 'SkillsCloud' feed on Twitter www.twitter.com/skillscloud

Feel free to create your own skills cloud using our skills cloud image generator!



Flash C# Ajax
J2EE Java CSS
SAP Mac MySQL Linux
SQL Unix C Actionsript
ASP
C++ PHP .NET
XML HTML
Oracle