



Search Engine Watch Job Board Matches Job Seekers in Interactive Marketing with Hiring Managers Offering Cutting Edge Opportunities

Interactive Recruitment Center Boasts Jobs from Around the World for Those Seeking New Opportunities in Digital Marketing

New York, NY, February 29, 2008 --(PR.com)-- With employers spending billions on interactive marketing in 2008, the need to reach and interact with qualified candidates in the field is crucial. Search Engine Watch (<http://www.SearchEngineWatch.com>) has announced today the launch of the SEW [Job Board](#), designed to help job seekers find new employment opportunities and provide employers access to the largest online audience of interactive marketing and search professionals. The job board can be found at <http://jobs.SearchEngineWatch.com>.

This new resource allows job seekers to:

- [Post an Anonymous Resume](#): Whether actively or passively seeking work, anonymous online resumes are a safe ticket to great job offers.
- [View Jobs](#): Workers can access hundreds the newest and freshest jobs available to professionals seeking employment in interactive marketing.
- [Personal Job Alert](#): Creating Job Alerts ensures a matching job opportunity never passes by! New jobs that match search criteria are emailed directly to subscribers.
- [Create Job Seeker Account](#): Personal job seeker accounts allow job hunters to find opportunities, manage resume, set up job alerts, and view job offers from employers.

Employers and recruiters have already begun to:

- [View the Resumes](#): Check out resumes and pay only for the ones that are of interest. Some of the best professionals in the field have already started posting their resumes.
- [Post a Job](#): Reach the most qualified candidates by posting job openings on the online Career Center.
- [Products/Pricing](#): Regardless of staffing needs or budget, the Job Board has a recruitment product that's right for any business.
- [Create Employer Account](#): Manage online recruiting efforts with ease by setting up an account, allowing quick posting of job openings and browsing candidates interested in positions.

"SearchEngineWatch.com is a phenomenal brand that has grown rapidly in conjunction with the online Search Engine Marketing industry," said Matt McGowan, vice president of marketing for Search Engine Watch, an Incisive Media property. "As the industry grows, the need to staff those increasing budgets has become more of a challenge. Until now, there hadn't been a 'one stop shop' specifically geared toward online marketers looking for their next career move or hiring managers looking for qualified professionals. For both SearchEngineWatch.com and the industry, this job board was the natural next step."

Meet your potential future employees or employer at [Search Engine Strategies New York 2008](#), taking



place March 17-20. For more information on the Job Board, visit <http://jobs.SearchEngineWatch.com>.

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About Incisive Interactive Marketing LLC - A Division of Incisive Media PLC

[Incisive Media PLC](#) is a specialist business information provider, based in the UK with offices in North America, Hong Kong, India and Mainland China. The company's activities are currently built around ten core industry sectors - mortgages; marketing services; financial technology; retail investment; capital markets; risk management; insurance; legal services; private equity and photography. Information is provided via a wide range of channels--in print, in person and online. Funds advised by Apax Partners, a leading global private equity group, recently completed the successful de-listing of Incisive Media from the London Stock Exchange alongside the existing management.

Incisive Interactive Marketing LLC is the marketing services division of the company and incorporates leading websites [Search Engine Watch](#), the [ClickZ Network](#) and their associated events series including [Search Engine Strategies](#). These properties were acquired in 2005.

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