

Hippo means big business

Hippo.com.au is a new Australian job website created to connect employers to people looking for part-time and casual jobs in a variety of different fields including retail, hospitality, customer/business services and light construction.

Increasingly the internet is becoming the replacement of newspapers as the choice of job search and application medium - especially with people wanting part-time and casual roles.

Launched in April 2007, the Australian owned and operated website has identified a gap in the job hire market as most job website's primary focus is career-driven and executive positions and not part-time and casual roles.

Once registered with hippo, businesses can create job ads

that appear in up to three search categories and are active for 30 days (ads can be suspended or removed when filled).

Currently companies such as Coles, Dominos, Boost Juice, Australia Post, and Spotless are using Hippo to recruitment candidates looking for flexible work.

Since April hippo.com.au has generated strong web-traffic with over 200,000 unique visitors and over 2.8 million page views. Over 30,000 job seekers have registered with hippo. ■■■