

One million job applications and record new vacancies mark positive start to 2016

As Britain went back to work this week, the expected January jobs rush has more than lived up to its billing, according to the UK's largest job board, reed.co.uk.

After an encouraging end to 2015, with 19% more new vacancies on offer in Q4 than the previous year, 2016 has started with record recruiter and jobseeker activity.

In just the first week of 2016, more than 1.1 million job applications have been made on reed.co.uk and over 60,000 new candidates have joined the site in a bid to start 2016 with a brand new role. Recruiters have been busy too, with 50,000 jobs posted already this year across a broad range of areas.

These massive figures come as reed.co.uk's all-new Love Mondays advertising campaign, which launched on New Year's Day, gains increasing exposure on national TV and online.

The national brand advertising campaign, which will run throughout the year, encourages Britain's workforce to take control of their careers and continues reed.co.uk's fresh approach to recruitment, with quirky, entertaining ads. Reaching 37.5 million adults in January alone, reed.co.uk aims to secure more new jobs for more new candidates in 2016 than ever before.

Mark Rhodes, Marketing Director at reed.co.uk comments:

"The flying start we've seen to 2016 has more than lived up to expectations, after we saw encouraging growth in new jobs as last year drew to a close.

"We've had a record number of new vacancies posted this week, matched by more than 1.1 million applications - more than four applications a second at peak times.

The first signs for 2016 point to a positive, buoyant jobs market, with an abundance of early activity. Tens of thousands of candidates are starting the New Year by entering the jobs market, whilst employers are taking the opportunity to recruit the best new talent an invigorated market has to offer."