

## **SMS revolutionising the job-seeker market**

Two new offerings by Australian companies are giving employers and prospective employees greater flexibility and reach. Queensland-based RB Recruitment has released "Pigeon" technology. It sends SMS messages about job vacancies in nominated fields to members. The patented technology can contain over 2,000 words, logos, images and interview tips and industry information. Another online/SMS service, PloyMe.com.au, is focussed on the casual, short-notice employment market. Job seekers fill their profile with information about their skills, experience, availability and geographic location. Employers pay \$25 (plus \$0.30 per SMS) to place an advertisement on the site when they need to fill a shift, and an SMS about the vacancy is sent to a shortlist of the most suitable candidates. The first to respond gets the shift.