

An Introduction – Escape the City Job Listings

- **Escape the City connects selected organisations with a talented community of +45,000 professionals looking to ‘do something different’.**
- **Our members trust us to ensure that only genuinely interesting, exciting and fulfilling opportunities make it onto our site.**
- **If your opportunity fits the bill we'll bend over backwards to help you find excellent candidates from within our community.**

October 2011



Why use our job listings?

1. WE ONLY LIST ROLES THAT REALLY FIT THE BILL FOR OUR MEMBERS

We only list opportunities where we are confident we can deliver relevant, interesting, high-quality candidates.

2. OUR CANDIDATES ARE HIGH-FLIERS LOOKING FOR A CHALLENGE

Not typical job seekers. Our members work at top corporate firms. We get amazing feedback about Esc applicants.

3. OUR CLIENTS TELL US THAT WE ARE THE BEST JOB BOARD THEY USE

Our job listings provide excellent value-for-money. Premium listings reach thousands via our Monday newsletter.

4. QUALITY NOT QUANTITY: YOU WILL NOT BE SWAMPED BY APPLICANTS

We can filter applicants so you don't have to. You will receive a manageable number of relevant applications.

OPPORTUNITIES INVOLVE

- ✓ Interesting, exciting & fulfilling work
- ✓ Challenging, rewarding roles
- ✓ Entrepreneurial work environments
- ✓ Scope for positive social impact
- ✓ Responsibility, exposure, learning
- ✓ Exotic / exciting work locations

TYPICAL FUNCTIONS

- ✓ Strategy, Research, Insight, Analysis
- ✓ Bus. Dev., Marketing & Sales
- ✓ Commerce, Account Management
- ✓ Law, Accountancy, Finance
- ✓ Operations, Project Management
- ✓ Talented Generalists

TYPES OF ORGANISATIONS

- ✓ Exciting SME's & start-ups
- ✓ Social enterprises, charities
- ✓ Consultancies, think tanks
- ✓ Emerging markets businesses
- ✓ Renewable & green organisations
- ✓ Exciting non-corporate sectors



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	BUDGET	PREMIUM	PREMIUM PLUS
REACH ALL ESC MEMBERS +45,000 PROFESSIONALS	£325 <i>*plus VAT</i>	£545 <i>*plus VAT</i>	£995 <i>*plus VAT</i>
	Basic job listing to share your opportunity with Escape the City members.	High-profile listing plus tools to promote the opportunity to all Esc members.	High-profile listing plus candidate filtering. Receive a screened short-list.
Newsletter Feature "Top 10 Opportunities"		✓	✓
Listing duration	30 days	30 days – free extensions	30 days – free extensions
Featured listing		✓	✓
Applicant filtering			✓
OR YOU CAN TARGET SPECIFIC AUDIENCES...			
UNITED KINGDOM <i>+31,000 members</i>	£295	£495	£945
UNITED STATES <i>+5,000 members</i>	£295 FREE	£295 £50	£295 £100
INTERNATIONAL <i>+9,000 members</i>	£295 FREE	£295 £50	£295 £100

NB. DISCOUNTS:
Please send us an email to find out about our current discounts



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* VAT only added for UK organisations

OUR TYPICAL MEMBER

- Top-level corporate experience & training
- Professional qualifications & MBAs
- Degrees from Top 50 universities

- Motivated & ambitious self-starters
- Looking for interesting career changes
- Wanting to 'do something different'

VITAL STATISTICS

- +45,000 Escape the City members
- +23,000 weekly site visitors
- +140,000 monthly page views

- Average views per listing: 500
- Average applications per listing: 20
- Success rate on listings: +50%

Stats updated Oct 2011

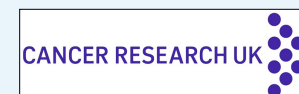
RECENT SUCCESSES

Apple: "Fantastic result for Apple. Escape the City found us the right person for a very tricky role."

QuBit Digital: "Excellent service –always delivers high quality candidates - highly recommended!"

Sport England: "Hired the Esc candidate - she was fantastic , exactly what we were looking for."

TRUSTED BY



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Can we deliver to organisations?

"Consistently high quality - kudos for a great site that you're running."

On Purpose

"Immediate interest from exactly the kind of applicants we were looking for."

Right To Dream

"Very impressed with the quantity of responses from consistently good candidates."

The Foundation

"Would recommend to any business. Saved over £17k in recruitment fees."

Little Dish

"I would not hesitate in using your site to post roles in the future."

Black Tomato

"We offered the position to your candidate fantastic, exactly what we were looking for."

Sport England

"Some of the folks you sent to us were v.good. Far better filter than Guardian Jobs."

Sancroft

"Inundated with applications for the job, really high quality ones as well."

CforC Group

"Of all of the avenues that we have taken your website was by far the best."

Uncharted Africa

"It was great to speak to people who are really keen to make a change."

Prospect-Us

"The standard was very high. Better than E-financial Careers."

Social Finance

"Esc delivered a stream of candidates that absolutely fit the bill."

Keystone Tutors

"Definitely recommend your excellent service - be delighted to use you again in the future."

ESL & Network

"Everyone had the right experience, will definitely post in future highly recommend the service."

The Adventurists

"I highly recommend Escape the City as a recruitment platform."

Becothings

"In only a short time Esc has connected us with an amazing group of volunteers."

A4ID

"Would happily recommend Esc to anyone starting up their own venture."

Find Digs

"Loads of responses from really fun, interesting and good quality candidates."

Pulp Fruits

"Let me know if you need a reference from me as I will endorse you strongly."

Vita Coco

"The response to the post has been nothing short of extraordinary."

OMY Presence



What have the press been saying?



“ A new breed of high-flying twenty-somethings who are planning to ditch their desk jobs in order to live the dream, 20 years early. ”

Evening Standard



“ Style Magazine - Going Up: "EscapetheCity.org" - Fed up with being a banker? Here's how to fly the coop. One thousand more members each month. ”

The Sunday Times



“ When Rob & Dom decided to change careers, they looked for a website to provide advice & help them contact other like-minded professionals – except there wasn't one. So they started their own. ”

The Globe and Mail



“ A year after the financial system's near-meltdown, a growing number of young graduates are seeking to flee, and a new venture called Escape the City is helping them chart a flight plan ”

Forbes.com



“ Tempting stuff, this, at a time when uncertainty is rife and many jobs in the financial services sector are looking less than 100 per cent secure. ”

City AM



“ Two graduates who quit the City to find fulfilment are helping others do the same with their Escape the City website. ”

The Guardian



“ A London-based start-up has found an opportunity in the market for City workers eager to quit corporate life in the Square Mile for more entrepreneurial ventures. ”

Financial Times



“ Escape the City, a website that helps banking, law and finance types escape to more fulfilling careers. Helping Corporate Drones Live Their Dreams. ”

Time.com



“ Nearly three quarters of corporate professionals want to work abroad, with 30pc actively looking for a new job, a survey has found. ”

The Telegraph