

Press Release

**FOR IMMEDIATE RELEASE**

**Contacts:**

Jennifer Fort                      Email: [jennifer@taxtalent.com](mailto:jennifer@taxtalent.com)

Phone: 843-216-7444

**TaxJobs.com Connects Employers with Top Tax Talent**

The New Niche Job Board Targets Active and Passive Tax Candidates

**MT. PLEASANT, S.C.**, January, 2016. TaxTalent, the career and leadership development portal for tax professionals announced the launch of [TaxJobs.com](http://TaxJobs.com), a niche job board connecting employers with top tax professionals. The original TaxTalent job board, which has operated since 1999 will be replaced by the new TaxJobs brand and the newly developed platform. TaxJobs will remain integrated in TaxTalent as part of the overall membership experience.

According to Tony Santiago, president of TaxTalent and founder of TaxJobs, the job board focuses on employers that choose to market their open tax positions themselves and want to target and engage the harder-to-reach, passive tax candidates – an audience that rarely responds to generic job ads. “TaxJobs is unlike any other medium for capturing more qualified tax professionals,” says Santiago. “We know, based on market demand, that active tax candidates make up the minority of the tax population so we have developed TaxJobs as a leading-edge source that attracts and engages the more highly valued, passive tax audience.”

**TaxJobs reaches the passive talent pool in four unique ways:**

- 1. Guiding employers on writing more effective candidate-focused job ads targeted to the tax audience.**
- 2. Leveraging a proprietary talent database of over 100,000 tax professionals.**
- 3. Syndicating job ads to tax associations, social media networks and a tax job agent system that tax professionals opt-in for private notifications about open tax opportunities.**
- 4. Providing guidance on improving the candidate pre-application experience to engage passive candidates.**

“The majority of passive tax professionals would entertain certain career opportunities if they could access the data confidentially. They also must have their questions answered about the position before they have to apply,” says Santiago. “Making strategic shifts in how employers communicate and treat candidates yields better results.” TaxJobs offers employers a 60 day job posting for \$495 with a no-risk offer for job ads that meet a certified benchmark of quality.

TaxJobs also connects clients to its sister brand [TaxBridgeStaffing](http://TaxBridgeStaffing) where employers can quickly retain top tax consultants on an interim basis. This offering closes critical workload gaps while open tax positions are still being filled. This solution provides time for tax employers to find top quality candidates, reduce turnover by preventing current staff/work overload as well as fostering knowledge transfer.

**About TaxJobs.com**

TaxJobs is a niche job board for the tax profession that provides unparalleled tax candidate penetration and highly improved response rates. For more information, visit [www.TaxJobs.com](http://www.TaxJobs.com). TaxJobs is part of the [Family of Tax Brands](#).