

## A new-generation job portal

### Do you also see the growing challenges in today's job market?

The real **issue** today is no longer labor shortage, but a **mismatch** between employers and talent. This **gap** is driven by differences in communication channels, values, and ways of working. Many employers **struggle to reach** younger generations not because the talent is unavailable, but because they are searching in the wrong places and communicating in ways that **no longer resonate** with them.

**Workly is designed to bridge this gap.**



**Okay, I'm here.  
Where's the work?**

## What created the need for Workly?

The challenge is generational transition, not labor shortage.

**Most employers are not prepared for it yet.**

Today's **job market no longer works** the way it used to

**Gen Z** – the first **fully digital** generation – **grew up** in an environment where:

- they are **exposed to thousands of visual and digital stimuli every day**
- information is **instantly accessible**
- decisions are **made quickly**

**This has fundamentally changed how they engage with the world of work.**

The traditional

**„ post a job ad and wait approach ”**

no longer works the same way.

**Gen Z does not see less, but more.** They instantly **filter out PR communication** and look for authentic, internally driven content and a **complete candidate experience.**

**Recruitment today is no longer just about job ads, but about creating the experience before onboarding.**

**We help make this possible**

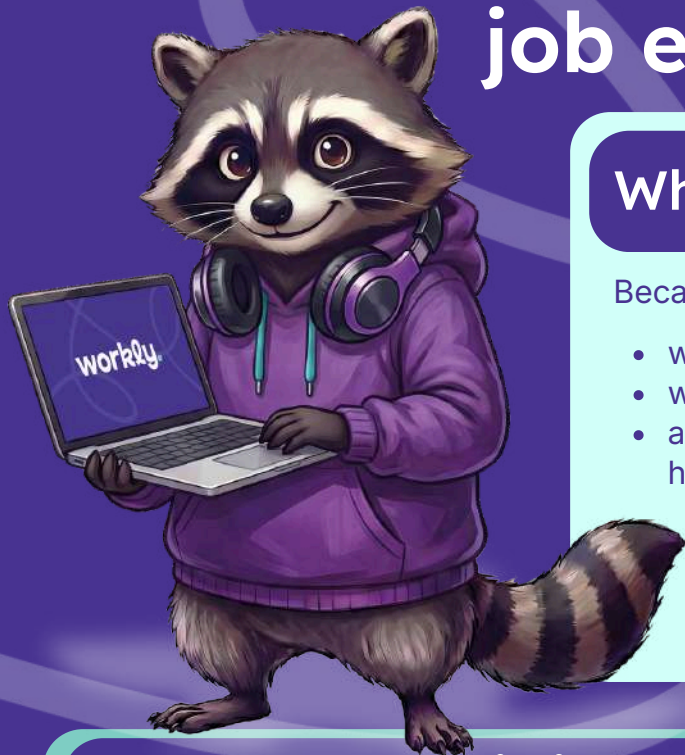


Time based job advertising

Age group  
16-30 years

Unlimited job postings

# Workly is a Gen Z first job entry platform



## Why choose Workly?

Because in the coming years, what will matter most is:

- who can build genuine connections
- who is willing to be authentic
- and who can show not only the polished side, but the human side as well

The best brands already understand this.

They are not perfect.

**They are relatable, human, and authentic.**

## And perhaps this is the most important thing about us

As organizers of numerous open days, factory visits, professional programs, university job fairs, and career events, we understand Gen Z, their behavior, and their motivations,

- At the same time, we do not want to define Gen Z from the outside, because this generation is highly diverse. Instead, we listen. We learn. We ask questions. We stay curious.
- We **evolve, adapt when needed**, and continuously strive to understand how to authentically connect with **the new generation and inspire real engagement.**

Because we believe **the future** is not built on ready made answers, but on **openness, genuine attention, and human connection.**

**And this is where we want to be your partner.**

## SHOCKING!

By 2030, 30% of Hungary's workforce will belong to Gen Z.

Is your company ready to welcome them?

# Workly is a new platform backed by 20 years of HR and recruitment experience.

[Job advertising options](#)

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The results of the **JOBVERSE** Job Fair also prove that we are **capable of bringing innovative solutions** to the market with outstanding success.