

TUSCALOOSA, Ala., Oct. 22, 2013 /PRNewswire/ -- The driver shortage affects many aspects of not only the trucking industry, but the U.S. economy as a whole. Recruiting drivers is vital to moving freight, but it is growing more difficult all the time. While there are many recruiting resources and media channels available to fleets, having consolidated platforms makes it easier on recruiters when they are planning their marketing campaigns to potential drivers.

In order to help both their clients recruit more drivers, two recruiting resources, CareersinGear.com and Randall-Reilly's Recruiting Media are joining together.

Formerly under Dominion Enterprises/EmploymentGuide.com, CareersinGear.com has been a valuable resource for recruiting drivers online for many years. Randall-Reilly's Recruiting Media division provides clients with a broad portfolio of driver recruiting resources, including industry events, publications distributed in truck stops, job listing websites, and custom marketing services.

"CareersinGear.com will fulfill a need in our recruiting portfolio that will greatly benefit our clients," said Scott Miller, senior vice president of sales, Randall-Reilly. "We are excited to welcome CareersinGear.com into the family."

Chris Baker, vice president and general manager at Dominion Enterprises/CareersinGear.com said, "This is going to be a great transition for our clients as it expands the recruiting tools available to them." He also stated the commitment of both Dominion Enterprises and Randall-Reilly to a seamless transition. "We don't want our clients to miss out on a single application or opportunity as CareersinGear.com moves to Randall-Reilly."

Scott Miller, commenting on the strategy of Recruiting Media, said, "When we talk to our clients, the conversation is about crafting the right mix to meet not just their recruiting goals, but their business goals. CareersinGear.com is an important piece of that, just like it's always been."

CareersinGear.com joins Randall-Reilly's Recruiting Media

Written by Australian Business

As fleets modify and grow their recruiting strategies to include new techniques and media platforms, they need access to the most advanced driver recruiting platforms available. "Really, the mission of both Randall-Reilly and CareersinGear.com is the same," said Chris Baker, "and that's to help their clients succeed in their recruiting. I am confident the new owners of CareersinGear.com will serve both job seekers and trucking employers well."

Founded in 1934, Randall-Reilly (randallreilly.com) provides its 4000+ clients with strategic marketing services focused on the trucking and construction industries. Its diversified portfolio includes award-winning, multi-channel media brands, data services, research, events, and marketing services. Randall-Reilly's data division, EDA, is an industry-leading aggregator of equipment purchase and financing data used by clients for sales lead generation and market insights.

No matter the carriers' needs, Recruiting Media, a division of Randall-Reilly, researches and delivers qualified drivers through print distribution, digital services, and custom products. Nobody has our audience and nobody has our data intelligence. We get drivers.

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