

— PROMTPRESS PUBLIC REPORT

Channel audit

JobKZ:

вакансии /

работа в

Kazakhstan



@jobkz_1

Channel for posting vacancies and job search in Kazakhstan To post vacancies, send a message to the moderator: @JobKZ_moderator

! Vacancies for qualified professionals only For inquiries...

SUBSCRIBERS

34 544

ERR (% SEE POSTS)

6.0%

REACH/POST

1.8K

+999 per month

last day 3.3%

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 34 544 —	 SUBS REACH 5.27% avg % subs see post	 VIEWS/POST 1.8K median 1.8K · 29 days	 POSTS/WEEK 24.5 for period
 7D TREND -11.8% vs previous week	 REACTIONS/POST 4.6 total 469 reactions, 427 reposts, 21 comments	 POST LENGTH 781 chars median 943 · 29 days	 POSTS ANALYZED 103 29 days
 AD REACH 1.1K avg per 24h	 CHURN / MONTH +999 last month	 CITATION RATE 7 citation index · 85 channels mentioned ever	 CHANNEL AGE 5 years 8 months created 22.10.2020

AI EDITOR SUMMARY

Channel «JobKZ: vacancies / jobs in Kazakhstan» — 34 544 subs. Each post averages 1.8K people (5% of subs), reach is low — consider expanding audience. Publishes 24 posts per week (~4/day) — active posting. For week Jun 15–21 reach dropped -11.8% by week Jun 8–14 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **103** posts over 29 days.
- 02 Dominant format — **Text** (78/103 posts).
- 03 Avg post length — **781** chars (median 943).
- 04 Audience peak — **Friday**, 19:00 ALMT.
- 05 Strongest posts bring **2x** more views than the weakest (2.9K avg for top vs 1.4K for worst) — among 103 posts in 29 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 04.06 · 15:00 **PHOTO**
(captionless post — photo)

VIEWS	REACTIONS
2 975	3
REPOSTS	ER
1	8.6%

Nº2 04.06 · 15:00 **TEXT**
You might miss your next job, client, or promotion — just because you didn't see the right post in time. 🤝 We've collected a folder with...

VIEWS	REACTIONS
2 949	3
REPOSTS	ER
4	8.5%

Nº3 11.06 · 17:00 **TEXT**
Where to find fresh job vacancies? We've compiled a folder of Telegram channels that post new and relevant vacancies daily. There...

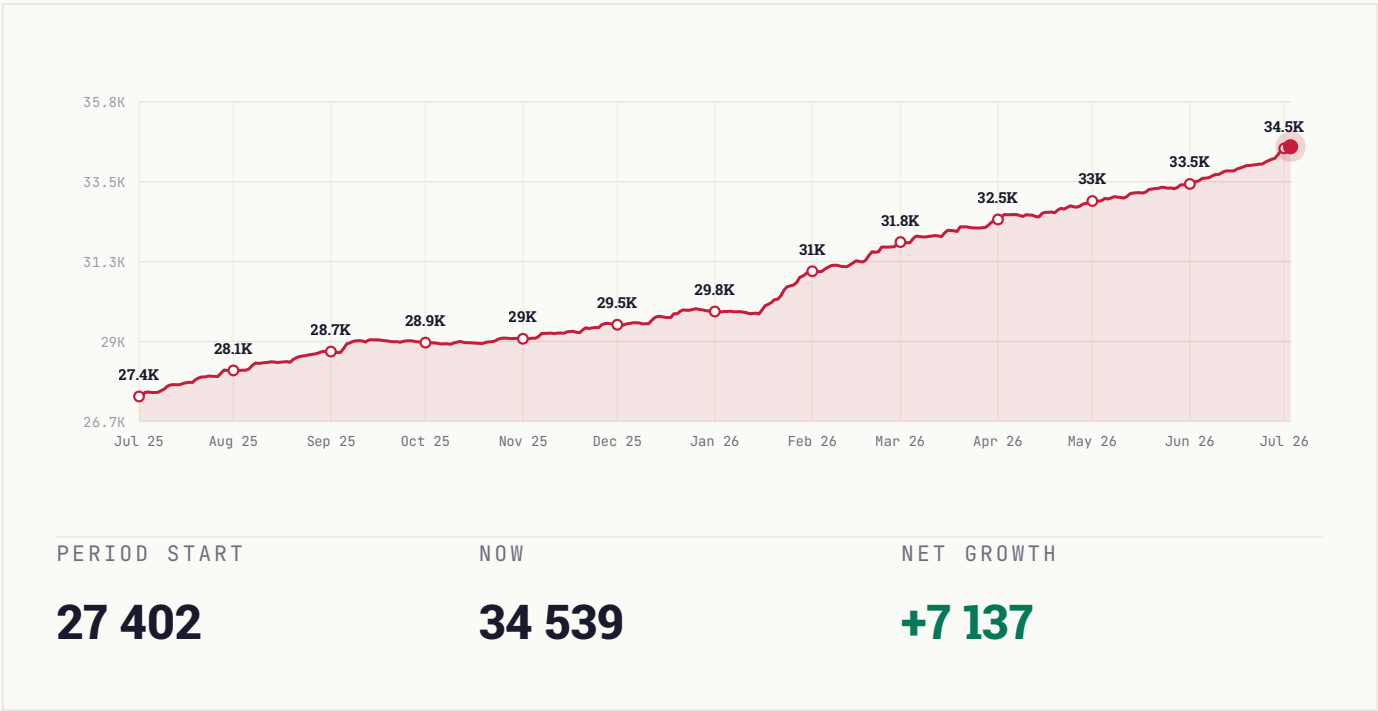
VIEWS	REACTIONS
2 630	3
REPOSTS	ER
8	7.6%

Nº4 04.06 · 14:50 TEXT 🔍👜 Low-current electricians 🏢 MEGATEX 📍 Almaty ⓘ About the position: ⚡ We need low-current electricians...	VIEWS 2 467 REACTIONS 5 REPOSTS 2 ER 7.1%
Nº5 11.06 · 15:30 TEXT 👜 While you scroll, someone's already making money from what you can do. Seriously. Skills you think are 'basic' – writing...	VIEWS 2 443 REACTIONS 3 REPOSTS 3 ER 7.1%
WORST 3	
↓ 24.06 · 11:48 TEXT 🔍🏢 We're hiring a 'Barista' for Kulikov 💖 📅 17 Schedule depends on location: 2/2, from 7:00 / 7:30 to 22:00 / 23:00 📍 Store address...	VIEWS 1 411 REACTIONS 3 REPOSTS 5 ER 4.1%
↓ 24.06 · 11:46 TEXT 🔍🏢 We're hiring a 'Field Service Consultant' for Kulikov 💖 💰 Salary: fixed 16,500 ₸ per shift, paid every 10th...	VIEWS 1 338 REACTIONS 5 REPOSTS 3 ER 3.9%
↓ 24.06 · 11:43 TEXT 🔍🏢 We're hiring a 'Service Consultant' for Kulikov 💖 📅 17 Schedule depends on location: 2/2, from 7:00 / 7:30 to 22:00 / 23:00 5/2, from 7:00 to...	VIEWS 1 309 REACTIONS 5 REPOSTS 2 ER 3.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

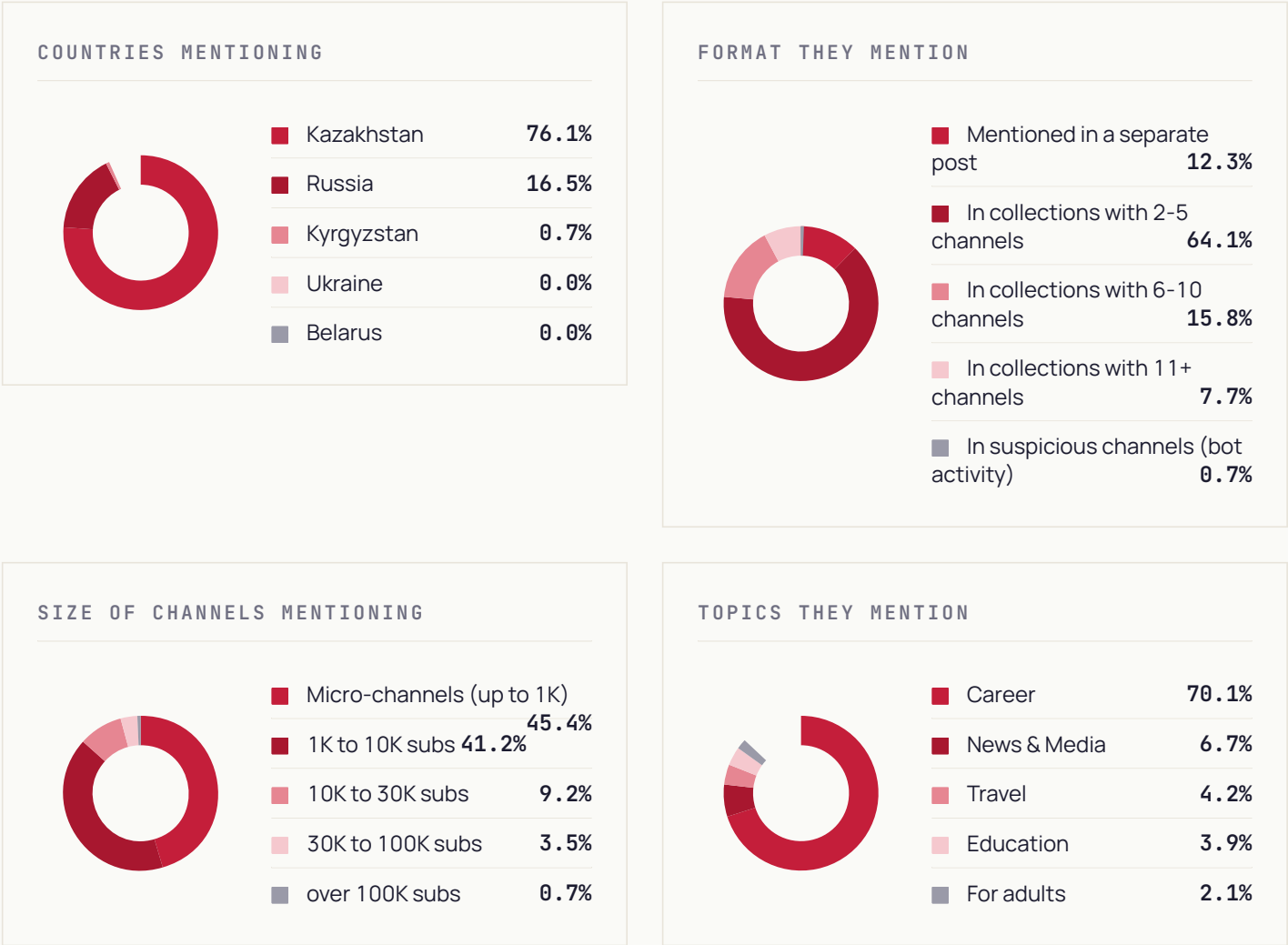
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

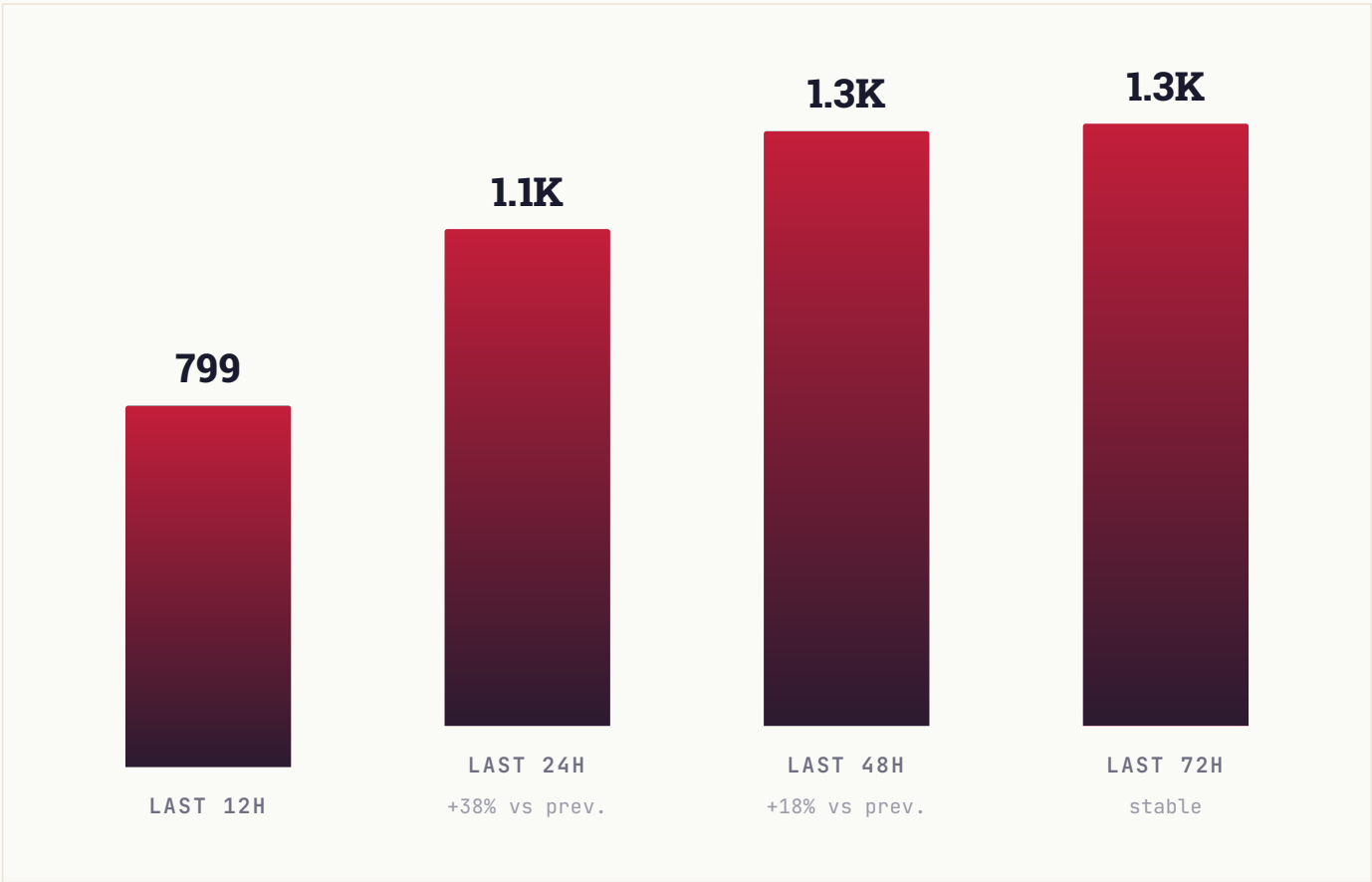
Citation index 7 – channel popularity score based on mentions. Considers both quantity and weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **85** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
SJ SYNYP ZHET. KR. KL. RUK. RK	50K
ER Almaty Job Fair Jobs Almaty	40.6K
JB JobKZ: вакансии / работа в Kazakhstane YOU	34.5K
IB IT Вакансии Kazakhstan	33.3K
DK Dev KZ Vacancy	23.7K
RV Jobs in Astana Work Astana Vacancies	23.2K
RV Jobs in Astana Жұмыс	18.4K
RV Jobs in Uralsk - Жұмыс Оралда	18.2K
KC KAZAKHSTAN CASTING CLUB модели и актеры	18.2K
BK Bloggers of Kazakhstan ugc & micro-bloggers	18.1K
RV Jobs in Astana	15.7K

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 90 channels in category). One of the leaders — client-partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **16**, they brought **3 673** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	2	2	1 252	
December 2025	2	1	554	
November 2025	0	0	540	
October 2025	7	4	264	
September 2025	2	1	455	
August 2025	3	3	608	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
16	6	3 673

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-91 channels in category «Career» and see how your channel compares.
Gray band = range of 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

#3/91

RANK IN NICHE

Channel in top 3% career



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 19:00 ALMT.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 5.27% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.2pp ER

04

System traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
