

PUBLIC REPORT BY PROMTPRESS

Channel audit

Больше джобсов



@morejobs

Channel about marketing and advertising jobs. Write to us at @konstantin_ad. Requirements: only vacancies from «marketing, advertising and PR» sphere. Registered in the RKN list: <https://adndx.ru/3etUZ>

SUBSCRIBERS

76 942

+1199 per month

ERR (% SEE POSTS)

8.0%

in 24h **5.1%**

REACH/POST

5.5K

ad reach **3.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 76 942 —	 SUBS REACH 7.18% avg % subs see post	 VIEWS/POST 5.5K median 5.6K · 29 days	 POSTS/DAY 8.3 ~58 per week
 7D TREND +3.4% vs previous week	 REACTIONS/POST 2.9 total 705 reactions, 6,757 reposts, 38 comments	 POST LENGTH 316 chars median 158 · 29 days	 POSTS ANALYZED 243 29 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +1199 last month	 CITATION RATE 18 citation index · 135 channels mentioned all time	 CHANNEL AGE 8 years 4 months created 31.01.2018

AI EDITOR SUMMARY

Channel «More jobs» – 76 942 subs. Avg post views 5.5K people (7% from subs), reach is low – consider expanding audience. Publishes 58 posts/week (~8/day) – active posting. Week Jun 15–21 reach stable (+3.4% vs week June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **243** posts in 29 days.
- 02 Dominant format – **Text** (184/243 posts).
- 03 Avg post length – **316** chars (median 158).
- 04 Peak audience activity – **Tuesday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.4K avg for top vs 4.5K for worst) – among 243 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 18:57 PHOTO Natalia Peisakhovich headed Alfa-Bank's business marketing department since June 1. Her remit includes marketing support...	VIEWS 11 038 REPOSTS 279	REACTIONS 41 ER 14.3%
Nº2 01.06 · 07:01 PHOTO Olga Abdullina appointed Director of Marketing at Avito Services. She moved from Avito Podrabortka, where...	VIEWS 8 843 REPOSTS 66	REACTIONS 29 ER 11.5%
Nº3 19.06 · 09:31 PHOTO Andrey Krisyuk, formerly head of performance agency OOM (part of Okkam group), moves to VK – commercial unit. Top manager...	VIEWS 8 384 REPOSTS 176	REACTIONS 9 ER 10.9%

Nº4

17.06 • 13:52

PHOTO

Alexander Smirnov heads new digital platforms in the marketing department of RWB group. Under his management — Wibes platform...

VIEWS

8 024

REPOSTS

106

REACTIONS

19

ER

10.4%

Nº5

10.06 • 06:01

PHOTO

After McDonald's CEO unenthusiastically tried a new burger on camera, global brands once again...

VIEWS

7 937

REPOSTS

14

REACTIONS

6

ER

10.3%

WORST 3

↓ 17.06 • 15:33 PHOTO

☒ Like in Voyager, the key to this journey isn't warp drive power — it's the people. Meet our crew: ☒ Marianna Rummyantseva, CEO...

VIEWS

4 546

REPOSTS

16

REACTIONS

10

ER

5.9%

↓ 24.06 • 15:41 TEXT

Need a marketing director for agri holding 'Miratorg' <https://adndx.ru/XtntN> ☺ Grid | LinkedIn | Telegram

VIEWS

4 460

REPOSTS

25

REACTIONS

—

ER

5.8%

↓ 11.06 • 14:00 TEXT

«Ангиофарм» в поисках менеджера интегрированных маркетинговых кампаний программы лояльности: <https://adndx.ru/CtlGH> ☺ Сетка | LinkedIn |...

VIEWS

4 378

REPOSTS

13

REACTIONS

—

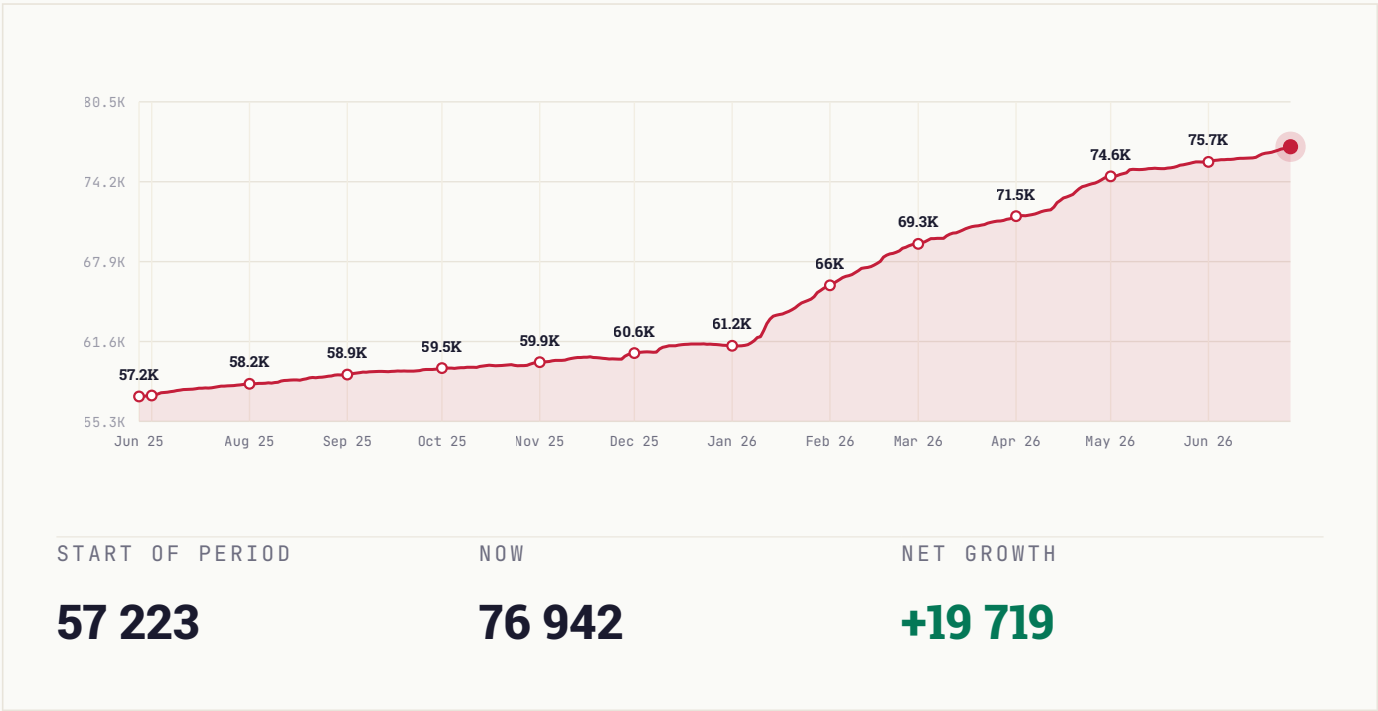
ER

5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

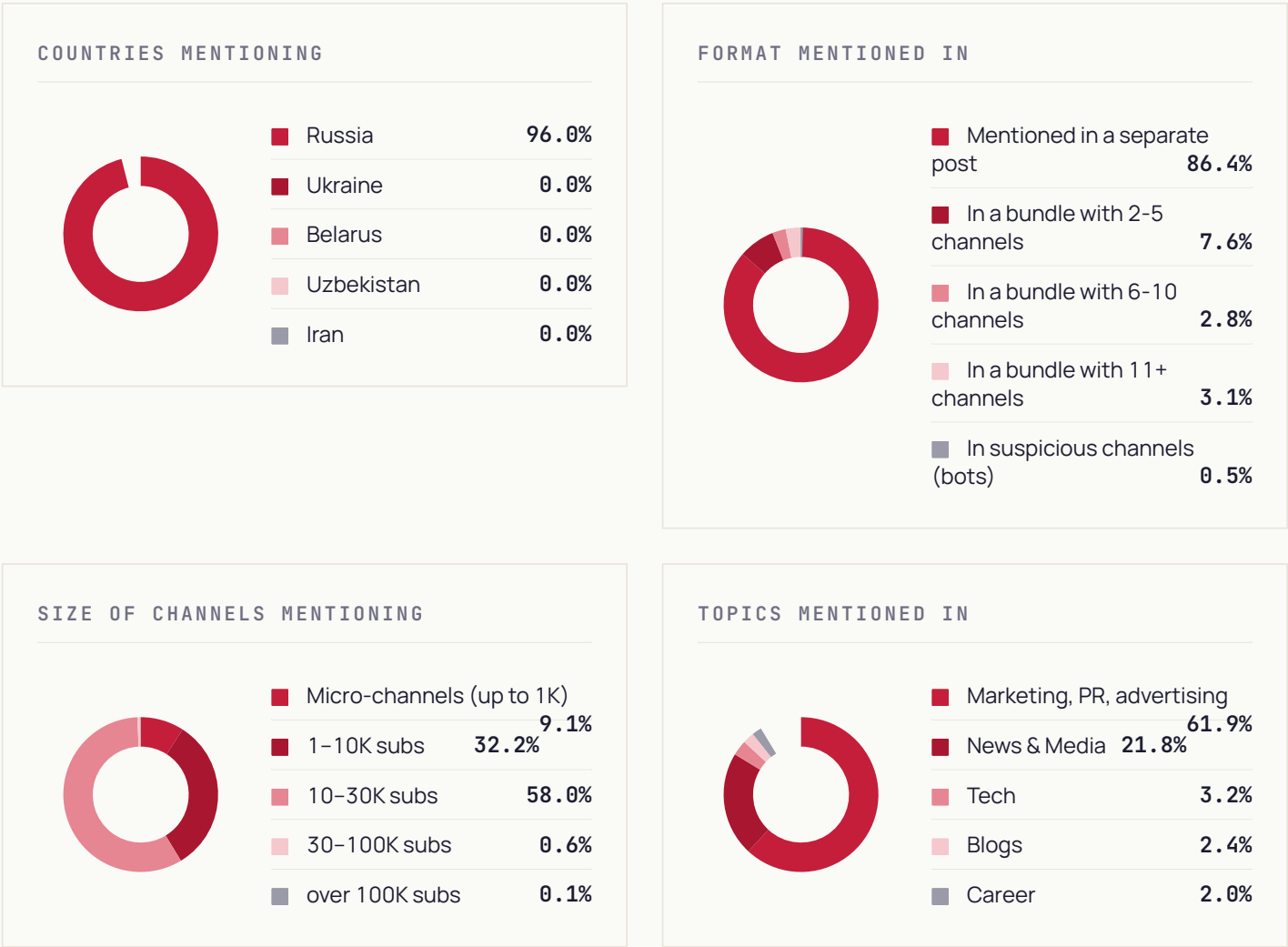
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel and how

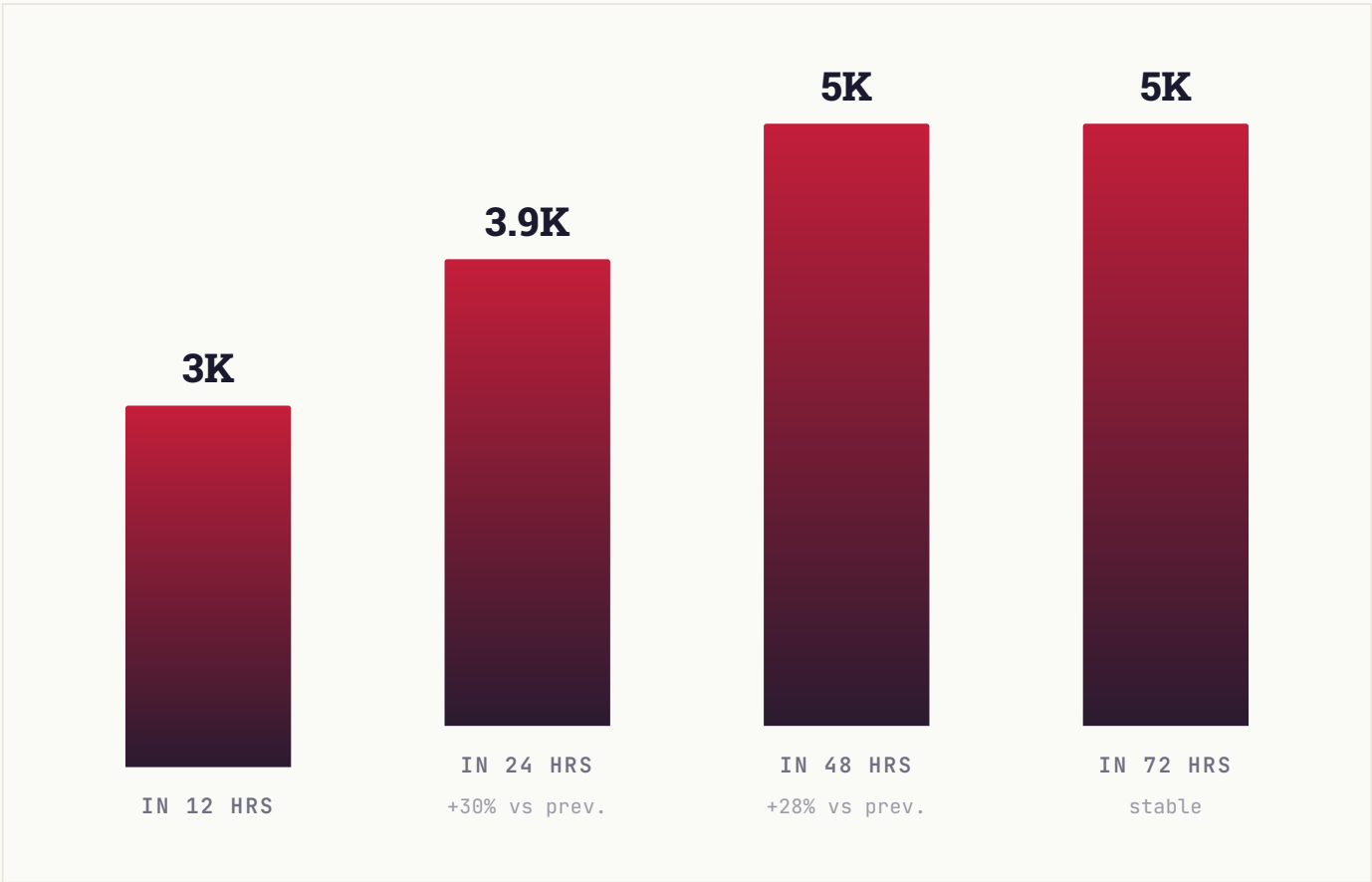
Citation index **18** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **135** different channels.



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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
و-وظائف - أي وظيفة	1.2M
قو قناة وظائف - وظيفتك علينا	816.9K
UB Remote no experience - Freelance	798.6K
II ای استخدام	633.2K
وظائف	625.5K
سا مساحة الوظائف	536K
PM JOBS MOSCOW VACANCIES	522K
SW SR WORLD	459.3K
SI SeoJob Заработок в сети	438.1K
EJ Ethio Jobs Vacancy™	380.9K
DB Больше джобсов YOU	76.9K

COMPARATIVE CONCLUSION

Channel is not yet outside top 96 of niche — early growth stage. Niche leader — **وظائف - أي وظيفة** (1.2M), top-96 median: 167.8K. First goal — enter top-96 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **203**, they brought **4 645** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	25	7	840
November 2025	25	4	884
October 2025	25	4	659
September 2025	42	6	572
August 2025	57	14	790
July 2025	29	5	900
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS	
203	6	4 645	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «**Career**» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video holds audience better
- 03

System traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & 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
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few 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
