



Finding great jobs in the low season with a tap on the screens, the “Spring Recruitment” via live streaming brings jobs to “workers” at the south of the Yangtze River region

2024.03.22

Ziniu News (紫牛新聞) : [Finding great jobs in the low season with a tap on the screens, the “Spring Recruitment” via live streaming brings jobs to “workers” at the south of the Yangtze River region](#)

“Job opportunities in March: South of the Yangtze calls for workers!” On the morning of March 20, at a Kwai Hire live-streaming recruitment base, opposite to the Suzhou Train Station, a video streamer was broadcasting live with a smartphone on Kuaishou account. This Suzhou live-streaming recruitment venue was part of an online recruitment event by Kuaishou’s Kwai Hire, taking place on March 19 and 20 at various live streaming recruitment bases nationwide. Despite spring being a low season for recruitment, the event was buzzing with activities. Workers from regions like Henan, Shaanxi, Anhui and beyond, who had registered via the live stream, eagerly participated. They arrived for initial training before swiftly joining their new employers. In the fiercely competitive job market of today, securing a promising position can be as simple as a tap on the screen.