

Simple tips to supercharge your job and volunteer ad



A bit about me

Rebecca Miller - I've been the Head of SEEK Volunteer for 2 years and prior to that I worked at NAB in their Corporate Responsibility Team for 8 years and prior to that at the City of Melbourne.

I'm passionate about helping for-profit businesses have a social impact and get value from their commitment.

I'm a country girl from Benalla in Victoria so understand the different challenges in the rural and metro communities.

I've worked with Community Organisations all my roles. Currently, we work with around 9,000 registered not-for-profits who are using SEEK Volunteer to recruit volunteers.

Random fact - I always score highly on optimism and collaboration in personality tests. And not so great on analysis and getting in to the detail. You could say I'm a people person who leads with my heart & gut through life (I'm working on the head bit though!).

A bit about SEEK

SEEK's Purpose

To help people live fulfilling and productive working lives and help organisations succeed

21 yrs

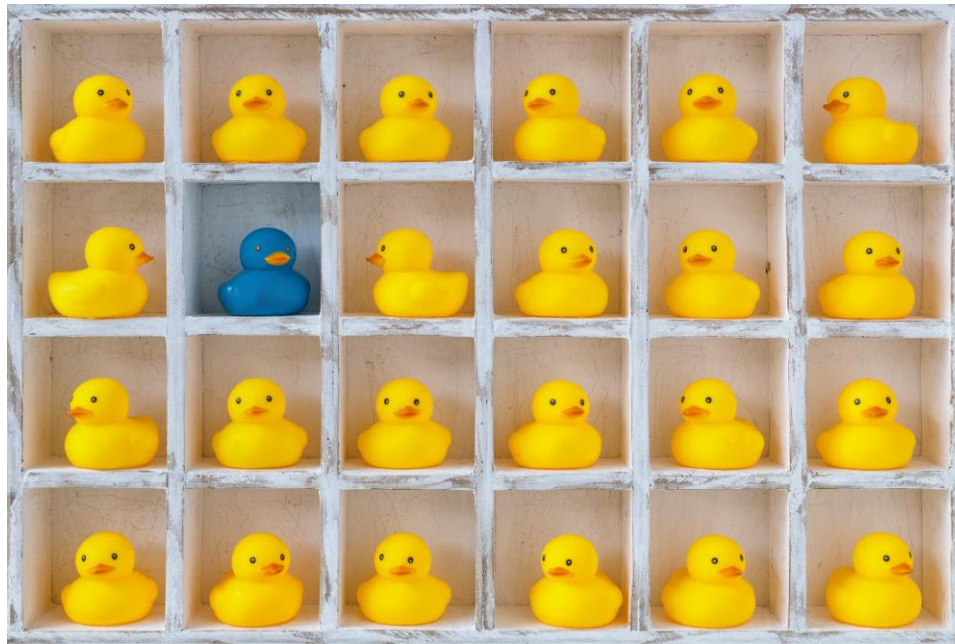
SEEK Volunteer's Purpose

To strength communities by enabling people to volunteer

19 yrs

Objective of today

To help your ad **standout** from the crowd so you **attract** the best/or more people to your workforce



Top 4 reasons why people don't apply for jobs

1. They don't have a good understanding of the role

While nine in 10 candidates say the information in an ad is critically important, only 4 in 10 are confident in knowing what the job involves

2. A salary range isn't stated (Volunteer role = social impact isn't stated)

This is a very important point for many candidates, with one in two people wanting to know more about salaries.

3. The ad doesn't contain information about the location or the requirements of the role

SEEK research found that two very crucial pieces of information for candidates to see in job ads are location and an explanation of the duties required.

4. Candidates expect the application process to be complicated and/or time intensive

When candidates expect the application process is going to be complicated *and* they don't know the salary on offer, many will not invest the time to submit an application.

5 easy ways to supercharge your job ad

1. Clear market-relevant job title and classification It might sound obvious, but it's important to make sure your job ad is classified right. It's also important to take a look at the ads to double check you're using a job title that's well known in the market. It's important for SEEK's search relevance algorithms to surface your ad to the most relevant candidates.

2. Use the summary wisely

Include a relevant role information (what the candidate will actually do), location, and benefits (salary, company, career development/progression).

3. Show them the money

Candidates want transparency. If you're worried your salary isn't competitive, include benefits other than just the salary, such as on-site car parking, flexible work policies, staff discounts or a gym membership.

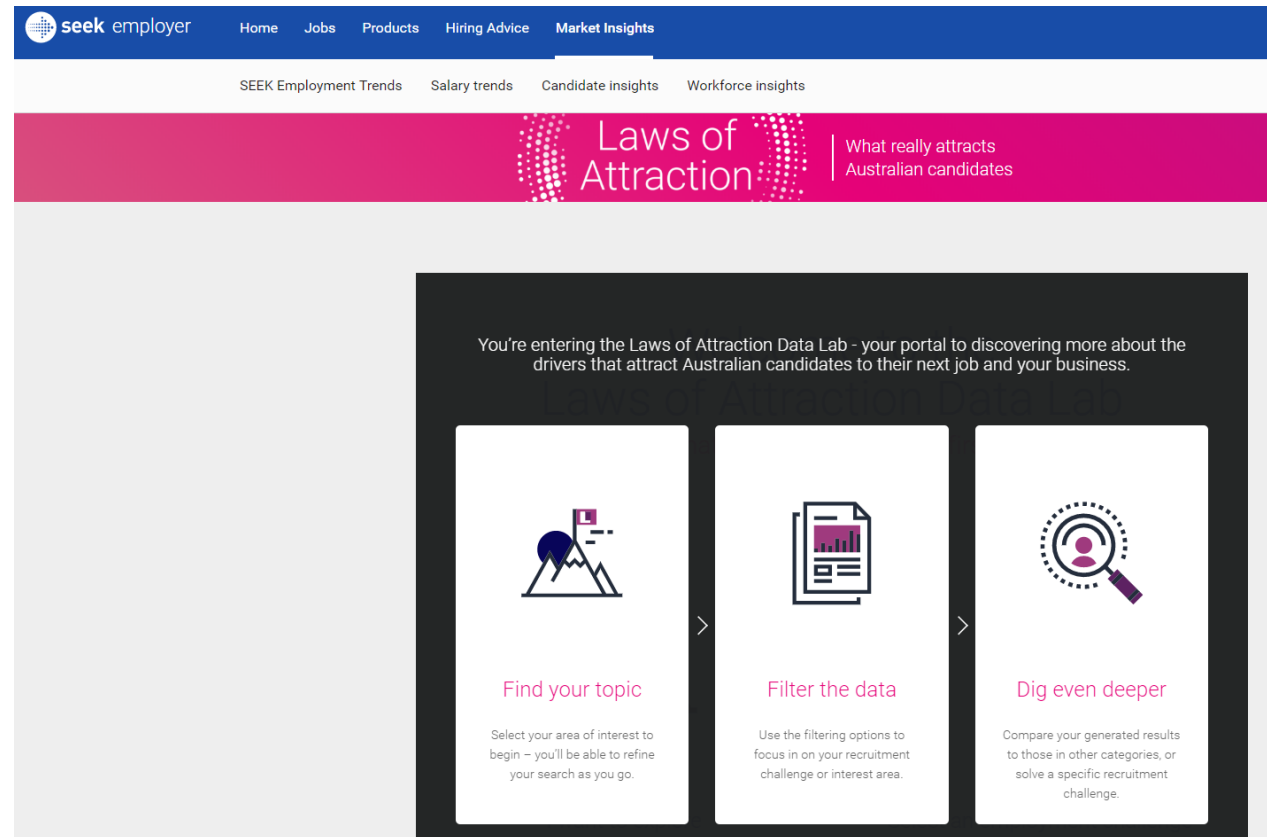
4. Use small paragraphs with bolded headings

Close to 70% of SEEK's audience will be reading your content on a mobile device so make it easy to scan and....

And the 5th easy ways to supercharge your job ad

5. Use SEEK's Laws of Attraction portal

The harder the role is to fill, the more important this is as you'll have much more competition for quality candidates



Answer 4 key candidate questions...

Clear, concise Job Title

Your company name goes here

STANDOUT AD

Location – list specific suburb

Salary – Specify the salary package detail &/or additional benefits

Choose the correct Classification & Sub-classification

- Benefit 1 - contextual & specific e.g. onsite parking, fortnightly work from home option
- Benefit 2
- Benefit 3

Short, direct statements describing key duties/responsibilities of the role. Use action words like Manage, Create, Build, Repair.
List a key skill/requirement to set candidate expectations upfront.

Short description:
150 characters

Example: Lead a team of 10 Developers. Build innovative software that integrates social media platforms. Manage budget pipelines valued at \$3mil.

YOUR LOGO

Keeping a close eye on your ad

You've written your job ad and placed it online, all you have to do now is watch the applications roll in, right?

You have the right to edit your ad as many times as you like.

Show it to a colleague or friend who doesn't know much about the role.

If you already have people in similar roles, talk to them about what the realities of their day to day so you can communicate what the real nature of the job is about.

Edit again.



Edit

HOW TO WRITE A GREAT VOLUNTEER OPPORTUNITY

When it comes to writing a volunteer opportunity to attract the volunteers you want, it's often the little things that make the biggest difference. Here are some simple tips that will make your opportunity stand out from the crowd.

AN ENGAGING TITLE

DO: Describe the task they will be doing and keep it succinct.

DON'T: Use the word 'volunteer' in your title, instead try descriptive words like assistant, support, specialist, enthusiast, coordinator, guide or leader.

DETAILED DESCRIPTION

Here's your opportunity to say more. We recommend you include a detailed outline of –

- Your Organisation
- The Opportunity
- The social impact your organisation and this opportunity will have
- Traits you're looking for in a volunteer (skills, experience, attitude)
- Clearly articulate the expected commitment (mostly time, but anything else that you need them to commit to)

SEARCH SUMMARY

DO: Think of this as your 'movie trailer'. Use action words to sell the activity. Make sure you include what the volunteer will be doing and the impact they/this opportunity will have. Leave them being inspired and wanting more.

DON'T: Include information about your organisation here.

OTHER HANDY TIPS

- Complete all the fields that appear in the rest of the form
- Put yourself in the shoes of the volunteer and remember they don't have the knowledge you have
- Run a draft past someone who knows nothing about the volunteer opportunity and get their feedback
- If you have an idea how to improve your text once you've written it, make sure you jump back in and update it. You can do this at any time.



Resources

<https://talent.seek.com.au/>

<https://insightsresources.seek.com.au/market-insights/attract-the-best-candidates-to-your-role>

<https://www.volunteer.com.au/assets/tips/how-to-write-a-great-volunteer-role.pdf>

SEEK Customer Service - [1300 658 700](tel:1300658700)

Thank you

Rebecca Miller
Head of SEEK Volunteer
rmiller@seek.com.au

