



TARGETED RECRUITMENT ADVERTISING

**CouncilJobs
EASY AS 1-2-3
IN 2 MINUTES or LESS**

**Here's how to advertise to our
unique talent pool;**

**1. Log into your secure Advertiser
Dashboard**

CouncilJobs is for the exclusive use of Council recruiters in Australia and New Zealand, so every Council automatically has a 7-day trading account ready to go.

**TIP: Contact us for first time use or
to reactivate your account.**

**2. To create an ad, copy your ad
content into the designated fields and
select which Job Categories to use.**

Select up to 8 categories per ad from over 200 Council-specific job categories.

**TIP: Use more categories to
maximise reach of job alerts and
even try categories different to the
job being hired to reach subscribers
who might know the ideal candidate
for your job, e.g. People who
might've worked alongside your
ideal candidate.**

**3. Select whether to use Casual
or JobPack pricing and then lodge
your Ad.**

Consider whether to maximise the ad's exposure on our website with a Premium or Hot listing.

**TIP: CouncilJobs JobPacks save
time, money and best of all the
credits NEVER EXPIRE.**

HOW IT WORKS

Jobseekers subscribe to immediate, daily and/or weekly summary alerts by job category. Advertisers post job ads via the secure easy-to-use advertisers' website menu nominating the specific categories which the job relates to.

IMMEDIATE ACTION

Immediately on posting the ad, hundreds of email alerts – Instant Flashes – are sent to all the relevant targeted subscribers. Overnight, additional summary email alerts – Daily Alerts – are sent to a broader target group. Every Tuesday morning, the entire current list of job ads – CouncilJobs Weekly – is sent to the largest dedicated distribution list of Council jobseekers in the country.

CONTINUOUS REFFERALS

Typically, and as the CouncilJobs Subscriber Database includes a high proportion of existing Council employees, individual instant/Daily Alerts and CouncilJobs Weekly are forwarded on immediately by our subscribers to family and friends resulting in many new subscribers/candidates responding to job ads.

QUICK AND EASY FOR CANDIDATES

Once subscribers receive an email alert or CouncilJobs Weekly, they simply click on the link to the ad from their mobile, tablet and/or desktop to go to the ad on the CouncilJobs website. From there, they can either complete a job application online via the advertiser's preferred link or submit their resume and cover letter by email through our website direct to the advertiser – it could not be easier!

**NEW
WEBSITE**
Now with OtherJobs
for more online
readers

ADDITIONAL FEATURES FOR ADVERTISERS

Access to the most up-to-date list of over 200 Council-specific job categories

Smart computer interface (API) for even simpler job ad lodgement

Premium position, Hot Job and PDF display options for your ads to stand out

Continuous feedback (readership statistics) on each ad

ADVERTISING RATES 2020 ex-gst

Casual ads – for Instant, daily and weekly alerts with Council (and Recruiter) logos, HTML editing (fonts, styles, images and colours)	\$270 per ad
JobPack ads – Prepaid ad packs from 5 to 200 ads with no expiry date, from as little as	\$140 per ad
DISPLAY OPTIONS	
Hot Job to highlight your ad in eye-catching red	\$45 per ad
Premium Position to ensure your ad is displayed top of all searches	\$35 per ad

ADVERTISING INCLUSIONS

- Secure Advertiser Admin login with the ability to
 - Update employer logos
 - Order JobPacks at any time
 - Analyse and track job ad statistics
- Secure user logins for posting and editing ads
 - Create, preview, hold and accept ads
 - Job Ads can be put 'on hold' for up to 48 hours
- Council banner logo for display at the top of all ads
 - Held on file to display automatically and can be updated by the advertiser, plus new thumbnail logo for more prominence
- Recruiter logo in footer of ad, where the recruiter is a 3rd party agency
- Multiple Job Categories – up to 8 per ad to maximise reach to targeted Job seekers
- Upload ads yourself and unlimited edit duration for as long as the ad is valid
- Advertiser Feedback on the number of Job Alerts issued and readers on the web
- Ad posting support Mon-Fri, e.g. for posting ads by email.

JOBPACK PRICING

Code	# Ads	\$ Ex-GST	Price ea
JPA05	5	1275	\$255
JPA10	10	2350	\$235
JPA20	20	4300	\$215
JPA30	30	5400	\$180

*Ask for details on larger JobPacks

HIGHLIGHTS

- Launched in 1999, we are the oldest continuous online job ads board just for Councils
- Largest email lists of Council-ready candidates, we are the **CouncilJobs Talent Pool**
- Designed and setup by former Council HR recruitment specialists, it is perfect for Councils
- No expiry time limit on Prepaid JobPacks



CouncilJobs Holdings Pty Ltd t/a CouncilJobs ABN 62 864 685 132
PO BOX 621, Broadway, NSW 2007 Australia Ph: +61 401 004 004

NOTE to Registered Advertisers

Advertisements are placed with CouncilJobs by advertisers' at their own risk and no responsibility is taken for errors or omissions. In the unlikely event a refund is required, it must be requested within 7 days of the advertisement being placed by writing to mail@counciljobs.com.

counciljobs.com