

# Advertising Vacancies on EthicalJobs.com.au

June 2010

## Behind the scenes at EthicalJobs.com.au

EthicalJobs.com.au launched in May 2009, with the aim of linking people looking for an ethical job or career with employers who see their organisations as contributing to a more equitable, more just or more sustainable world.

Just over a year in, we've been blown away by how jobseekers and employers alike have enthusiastically welcomed the website, and continue to use it regularly. Here's a snapshot of the statistics we're seeing behind the scenes:

### Website Users: (Month of June 2010)

|                                 |         |
|---------------------------------|---------|
| Visits per month                | 20,024  |
| Page-views per month            | 109,724 |
| Average page-views per visitor  | 5.48    |
| Jobs advertised per month       | 168     |
| Weekly Email Update subscribers | 4,078   |

EthicalJobs.com.au has been generating great candidates for hundreds of positions, and a number of organisations (that we know of) have found employees through EthicalJobs.com.au, including **Oxfam**, **Landcare Australia**, **Animals Asia**, **Sea Shepherd Conservation Society** and the **Centre for Multicultural Youth** in Melbourne.

## What sort of job-seekers are using EthicalJobs.com.au?

*As a recent graduate majoring in international affairs and sociology (with considerable emphasis on development studies), I just wanted to say that your website is fantastic. When I complete my honours year at the end of this year I am sure it will prove a valuable job seeking resource.*

– Kearnin, May 2009

*I watch the website for work for myself keenly and as well it gives me heart seeing what people do for a living and for one another - I'm employed and actually really enjoy my work but there are not enough hours available, so I look at the site each time and my job will be there eventually I'm sure. I also take pleasure in forwarding your emails whenever I see an appropriate job option for someone I know, so I hope knowledge of your efforts and what the site offers is disseminated well in this way.*

– Neredah, August 2009

*Love the website and what you are doing! As a graduate knowing that there is a job search such as yours is very helpful!*

– Jarryd, September 2009

*I'll definitely post a message on Facebook \*and\* Twitter about your great site. I feel good just knowing I subscribe to the weekly newsletter updates :)*

– Leila, September 2009

Job-seekers visiting EthicalJobs.com.au are people who are interested in work that contributes to a more sustainable or equitable world. Our Jobseekers are diverse, at various stages of life, and come from non-profit, for profit and government sectors. Many are currently employed but like to keep a look-out for great jobs that might interest them.

## What sort of organisations are using EthicalJobs.com.au?

*It looks great. We really appreciate it and we will use the website in the future to advertise.*

– Robyn Vance, Executive Director, Conservation Council ACT

*Your website is excellent and provides great service to meet clients' needs. I am delighted and very impressed of your service. Ethicaljobs.com.au is a tremendous source for job advertising and your follow up emails were greatly appreciated. I would highly recommend your service and product around – fantastic!*

– Myra Ng, Recruitment Officer, Oxfam Australia

*Easy to use; excellent service; great design. Many thanks!*

– Rohan Leppert, Party Manager, Australian Greens Victoria

*Have been singing your praises!!*

– Richard Green, Director, NGO Recruitment & Consulting

EthicalJobs.com.au advertises jobs from across the non-profit, for-profit and government sectors – any job that's making the world more sustainable, more just or more equitable. But it's obviously most relevant to community organisations, as that's where most of our job ads come from. We're also getting ads from the organic and fair trade industries, from environmental consultants and local councils as well as some good interest from relevant government agencies.

## EthicalJobs.com.au Rates – June 2010

To cater to the diversity of organisations advertising with us, we've decided to offer a variety of different options for posting ads on EthicalJobs.com.au

For organisations with limited budgets and more time, our **Regular (“Do-It Yourself”) service** lets you upload your ads to EthicalJobs.com.au with a minimum of fuss, and at a minimum cost. Jobs are approved and up on the site usually within an hour.

For organisations with limited spare time, our special **Added Value service** allows us to take the task of posting your job ads off your hands. For a small extra fee we'll post your ads, optimise them for search, and add a link back to your organisation's website.

Significantly, we think that if you buy something, it should be yours forever. That's why any job ad credits you purchase under any of these packages can be used at your leisure - your credits will never expire!

For each of our service options, we're offering an **“unlimited”** option which lets you post as many paid, volunteer or intern vacancies as you like, for a six month period.

Finally, any ad can be **“featured”** on the EthicalJobs.com.au homepage for the cost of one extra advertising credit. This feature can be selected when posting the job ad.

Full details of these options and their pricing are shown on the following page.

**If you have any questions about anything in this document, please don't hesitate to give us a call on (03) 9419 7322 during business hours, or email us at [info@ethicaljobs.com.au](mailto:info@ethicaljobs.com.au)**

| Job Ad Credits              | Regular Service – “Do it Yourself” | Added Value Service – “Save time and let us do the hard work” |
|-----------------------------|------------------------------------|---|
| 1                           | \$80 +GST                          | \$90 +GST   |
| 3                           | \$220 +GST                         | \$250 +GST  |
| 5                           | \$360 +GST                         | \$410 +GST  |
| 10                          | \$680 +GST                         | \$780 +GST  |
| Unlimited<br>(for 6 Months) | \$800 +GST                         | \$1,300 +GST  |

| Features   | Regular | Added Value |
|--|---------|-------------|
| Your job ad credits never expire – use them whenever you need them!  | ✓       | ✓           |
| <b>Easy user interface template for uploading your ads easily and quickly</b>  | ✓       | ✓           |
| Ads valid for up to 45 days  | ✓       | ✓           |
| <b>All ads include your organisation’s logo</b>  | ✓       | ✓           |
| Ads appear in 2 weekly jobseeker update emails delivered to 2000 in-boxes  | ✓       | ✓           |
| <b>Unlimited space for text, a box for instructions on how to apply, and the ability to upload position descriptions or other relevant documents.</b>  | ✓       | ✓           |
| Option to include your ad in as many categories as appropriate   | ✓       | ✓           |
| <b>Short summary for each ad appears in search results</b>   | ✓       | ✓           |
| Traffic analysis - statistics on the number of views each ad receives  | ✓       | ✓           |
| <b>Email and phone support for any questions and help using our service</b>  | ✓       | ✓           |
| Email us your ads for quick uploading to our site – we’ll send you a link to your ads for you to review and approve  |         | ✓           |
| <b>A link to your organisation’s website on each ad</b>  |         | ✓           |
| Free search engine optimisation (SEO) to maximise views for each of your ads   |         | ✓           |
| <b>Monthly statistical reports on how your ads are doing</b>   |         | ✓           |
| <b>And for unlimited service subscribers:</b>  |         |             |
| Freedom to promote all of your vacancies, including paid, volunteer and internship opportunities, for 6 months (excludes “pay-to-volunteer” roles)   | ✓       | ✓           |
| <b>Feature up to 10 ads on our homepage for maximum exposure</b>   | ✓       | ✓           |
| Ability to edit or extend the closing date for your live ads   | ✓       | ✓           |
| <b>Email us your ads or let us check your organisation’s vacancy page twice weekly for new ads that we’ll add to the site. We’ll send you a link to your ads for you to review and approve</b> |         | ✓           |