

Advertising Vacancies on EthicalJobs.com.au

February 2016

Behind the scenes at EthicalJobs.com.au

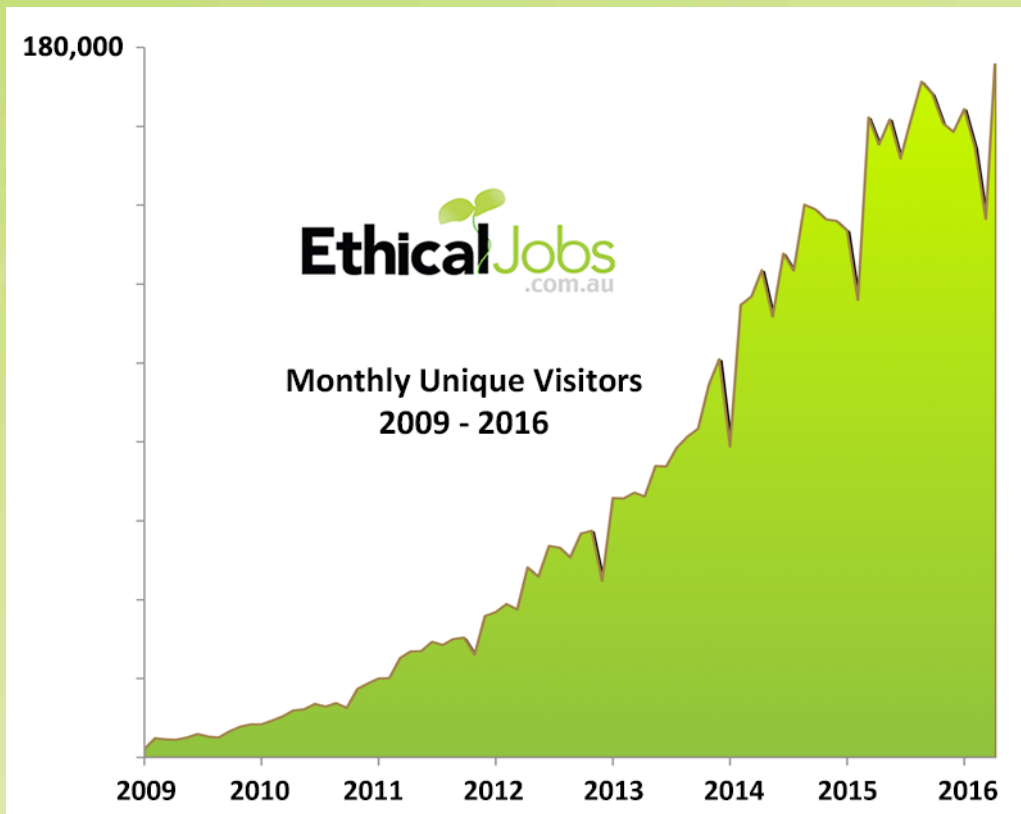
EthicalJobs.com.au launched in May 2009 with the aim of linking people looking for an ethical job or career with employers who see their organisations as contributing to a more equitable, more just or more sustainable world.

Six years on, we're still blown away by how enthusiastically jobseekers and employers alike have welcomed the website, and continue to use it regularly. Here's a snapshot of what we're seeing behind the scenes:

Website Users: (month of January 2016)

Visits per month	350,221
Absolute unique visitors per month	180,973
Page-views per month	1,725,127
Jobs advertised per month	1,274
Weekly Email Update recipients	93,000+

The number of people using EthicalJobs.com.au to search for jobs has been growing at a steady pace, and we're proud to say over **180,000 unique visitors** now come to the site each month:



EthicalJobs.com.au has been generating great candidates for thousands of positions, and many of Australia's most exciting employers – big and small – love finding employees through the site, including:

- Australian Red Cross
- Anglicare
- The Benevolent Society
- headspace
- YWCA Australia
- Amnesty International
- RSPCA
- Oxfam
- Australian Conservation Foundation
- International Women's Development Agency
- St Vincent de Paul Society
- The Salvation Army
- Sea Shepherd
- ...and many, many more!

What are organisations saying about EthicalJobs.com.au?

As a not-for-profit health based charity, our recruitment advertising budget is extremely tight, so we try very hard to get the “best bang for our available buck”.

Ethicaljobs.com.au has been fabulous for us; we find we get fewer applications but almost without exception they are from far more suitable candidates. We've had some brilliant candidates apply and it's fantastic not to get the “junk” applications that we seem to be inundated with whenever we advertise on mass market jobs boards.

In fact, our success rate has been such that we now use EthicalJobs.com.au as our preferred job board, often only supplementing the listing with inclusion in professional association newsletters.

Better applications, less junk, and all at about a third of the cost of advertising with a big jobs board . . . what more could we ask for? We can now very happily say that about 10% of our current staff have come to us via EthicalJobs.com.au, and we expect that this number will only increase over time.

– Michelle Spencer, Human Resources Manager - Victoria, Heart Foundation

It's really hard for me to articulate how awesome the team at EthicalJobs.com.au are, so I'll just say this: they had us with the ‘ethical job-site’ concept in the early days; but once we got to know them more and were treated to unconditional friendly and prompt service, not to mention the huge amount of targeted traffic they refer to our jobs and website each year (both for international volunteer positions and head office roles in Melbourne), in no uncertain terms I can say we are head over heels for EthicalJobs.com.au.

– Jane Macdonald, Marketing Coordinator, Australian Volunteers International

I can't thank EthicalJobs.com.au enough for finding the best candidate for our Policy & Research Officer position. We are delighted with the successful applicant who came through Ethical Jobs as opposed to many mismatched applicants we received through another jobs site. The process to advertise was made really easy too unlike other online sites. I would definitely use EthicalJobs.com.au again when I am recruiting for staff who have the right skills and attitude for our organisation.

- Paul Johnson, Community Care Manager, Aged Care Queensland

What are job-seekers saying about EthicalJobs.com.au?

Job-seekers visiting EthicalJobs.com.au are people who are interested in work that contributes to a more sustainable, more just or more 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.

EthicalJobs.com.au was recommended to me by a family friend and I was impressed with the jobs advertised on the site. I found my current job through the easy-to-use website, and I have used EthicalJobs.com.au to advertise new positions for my company too. The staff are really helpful, prompt and offer a personal service. I would definitely recommend them for employers and employees alike!

– Lara Goode, Executive and Public Relations Assistant, Landcare Australia

EthicalJobs.com.au gave me the convenience of job searching online for jobs that were in my field of interest and matched my ethical standards. Smooth interface and ease of use made this a great channel for finding my new employment.

– Shayne Cummin, Creative Designer, Australian Ethical Investment

Just wanted to say thank you very much. I have just got a job which I saw advertised on your weekly mail out. It is a great job, doing something I really believe in and I would never have known about it without your email bulletins. You are top guys and I recommend you to all ethically minded souls looking for companies that care a bit more than others.

– Tim Robinson, PR Manager Australia & NZ, Animals Asia Foundation

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

EthicalJobs.com.au Rates

To cater to the diversity of organisations advertising with us, we 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 of cost. Jobs are approved and up on the site usually within one to two working hours.

For organisations with limited time, our special **Added Value service** allows you to email us your ads and let us take the task of posting them off your hands. For a small extra fee we’ll not only post your ads, we’ll also optimise your job summary for search, and send you a link to approve.

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 offer individual credits, packages of credits, and also an **“unlimited”** option – available exclusively for not-for-profit organisations – which lets you post as many job ads on EthicalJobs.com.au you like, for a six month period (excluding unpaid volunteer or internships).

Finally, any ad can be **“featured”** on the EthicalJobs.com.au homepage (in rotation with other featured ads) for the cost of one extra advertising credit. This option can be selected when posting your 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 5979** during business hours, or email us at **info@ethicaljobs.com.au**

Job Ad Credits	Regular Service	Added Value Service (email us your ad to post for you)
1	\$110 +GST	\$130 +GST
3	\$300 +GST	\$360 +GST
5	\$480 +GST	\$580 +GST
10	\$910 +GST	\$1,110 +GST
30	\$2,590 +GST	\$3,190 +GST
Unlimited (for 6 Months)	Contact us for prices	Contact us for prices

Features	Regular	Added Value
Your job ad credits never expire – use them whenever you need them!	✓	✓
Easy user interface for uploading your ads easily and quickly	✓	✓
Ads live on the site for up to 45 days	✓	✓
All ads include your organisation's logo	✓	✓
New ads appear in our Weekly Email Update delivered to over 90,000 inboxes	✓	✓
Unlimited space for text, plus the ability to attach position descriptions or other relevant documents	✓	✓
Include your ad in multiple categories – as many as appropriate	✓	✓
Traffic data - statistics on the number of views each ad receives	✓	✓
Email and phone support for any questions and help using our service	✓	✓
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		✓
Free search optimisation to maximise views for each of your ads		✓
And for unlimited service subscribers:		
Freedom to advertise all of your vacancies on EthicalJobs.com.au for 6 months (excludes unpaid volunteer & internship roles)	✓	✓
Feature up to 5 ads on our homepage for extra exposure	✓	✓
Ability to extend the closing date for your live ads	✓	✓
Email us your new job ads we'll post them on site for you, and send you a link to approve		✓