

# Advertising Vacancies on EthicalJobs.com.au

February 2012

## 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.

Nearly three 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 the statistics we're seeing behind the scenes:

### Website Users: (Month of January 2012)

Visits per month	71,370
Page-views per month	390,262
Absolute unique visitors	35,833
Average page-views per visitor	5.47
Jobs advertised per month	305
Weekly Email Update recipients	11,082

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 we now have over **35,000 unique visitors (UVs)** 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 – are successfully finding employees through the site, including:

- **Amnesty International**
- **Greenpeace**
- **Oxfam**
- **Australian Conservation Foundation**
- **UniFEM**
- **Landcare Australia**
- **International Women's Development Agency**
- **Animals Asia**
- **Sea Shepherd Conservation Society**
- **Centre for Multicultural Youth**
- ...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 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**

*I am incredibly impressed with the website itself (appearance, navigation), the great customer service received from you and your colleagues, and also the calibre of candidates that applied via your site. I interviewed 8 people out of the 150 applications we received and had 3 come back for second interviews. Of the 8 candidates interviewed, 4 applied via EthicalJobs and 2 of those came back for 2nd interviews, however our successful candidate did not come via your website. That said, we will definitely use you in the future!*

*From this exercise, I have decided that it is not worth using the big job-boards. Although they generate a lot of applications, the majority of them were automatically generated and not tailored in any way to the advertised job.*

*To reiterate I would much rather receive 20-30 tailored applications than hundreds of applications from people who haven't spent any time looking at the advertisement and are not suitable for the job!*

**– Melissa Barrs, ISIS Foundation**

## What are organisations saying about EthicalJobs.com.au?

*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

*The Foundation for National Parks & Wildlife used Ethical Jobs to recruit our newest employee and she is a valuable asset to our organisation. Because of your site we found a candidate who genuinely cares about our cause, is dedicated to the work we do, and is a great fit for our organisation. I would happily recommend Ethical Jobs to other NGOs and not-for-profits looking for a job board that can cater to their unique needs.*

- Susanna Bradshaw, Marketing Manager, Foundation for National Parks & Wildlife

*Advertising positions on Ethical Jobs has provided us with a great range of experienced and appropriate applicants. UNIFEM Australia has successfully filled two positions through Ethical Jobs in the past year, and we intend to continue to use their services into the future.*

– Madeleine Firth, UNIFEM Australia

*When we filled the Receptionist role advertised early on this year, the successful candidate was one who applied through Ethical Jobs. Further feedback I got from the recruiting manager was that the candidates who applied through Ethical Jobs were consistently of higher calibre and were judged a better cultural fit for our organisation compared with candidates applying through other channels!*

– Lisa Wollermann, Bush Heritage Australia

*The position we advertised in February was filled and we are very happy with the successful candidate who found the advertisement on your site. The [Covenant Officer] . . . is a new position and we are only advertising it on our website and yours given the success of the last advertisement.*

– Andrew Burns, Conservation Program Co-ordinator, Trust for Nature

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

*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

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 Rates – February 2012

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 of 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 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 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 offer individual credits, packages of credits, and also an **“unlimited”** option – available exclusively for not-for-profit organisations – 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 (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](mailto:info@ethicaljobs.com.au)**

Job Ad Credits	Regular Service	Added Value Service (email us your ad to post for you)
1	\$90 +GST	\$100 +GST
3	\$240 +GST	\$270 +GST
5	\$390 +GST	\$440 +GST
10	\$740 +GST	\$840 +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!	✓	✓
<b>Easy user interface 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 Ethical Jobs weekly emails delivered to over 10,000 in-boxes	✓	✓
<b>Unlimited space for text, a box for instructions on how to apply, and the ability to attach position descriptions or other relevant documents</b>	✓	✓
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 optimisation to maximise views for each of your ads		✓
<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 any new job ads we'll add to them site for you. We'll send you a link to your ads for you to approve</b>		✓