

Report on Jobs from **Careers Portal**

Agenda



2 All companies

3 All Jobs

4 Recap



Overview

Total
Jobs

4257

Total Jobs
Views

115460

Total
companies

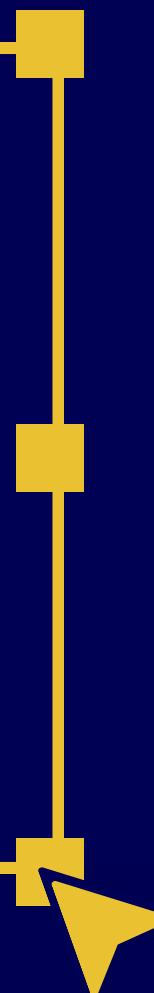
1005

Total Jobs
Applications

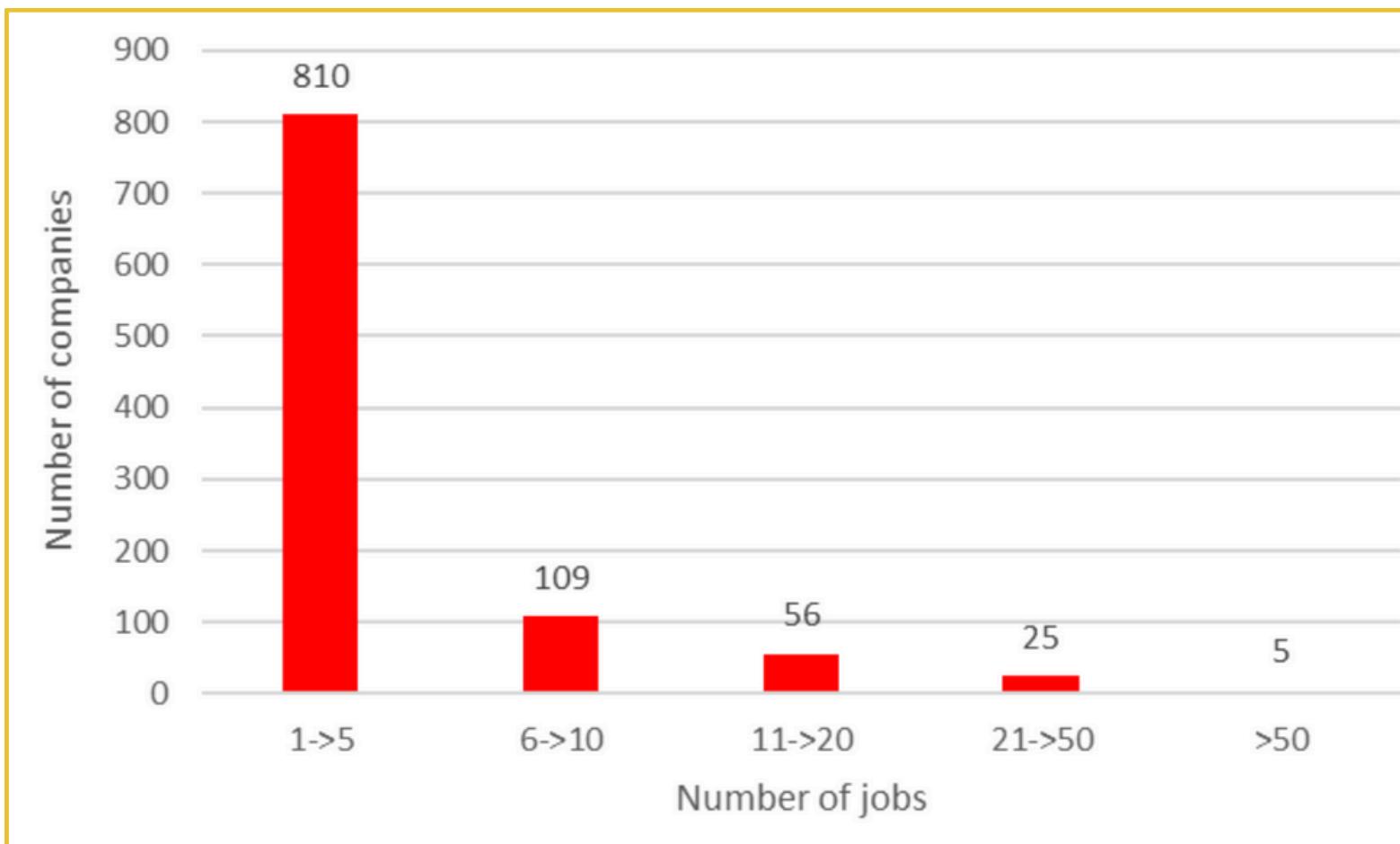
16525



2 All companies On Careers Portal



Engagement Level



→ Conclusion:

- Engagement is heavily **skewed toward smaller job offerings**, with the vast majority of companies only posting a few job listings.
- Medium and large-scale job engagement are much less common, with only a small number of companies offering more than 10 job opportunities.

→ Next step:



Increase Engagement among employers: Offer personalized customer service to help companies create effective job postings.

Highlight Reach: Show companies how many students and job seekers actively use your portal, emphasizing that it's a targeted platform to access qualified talent

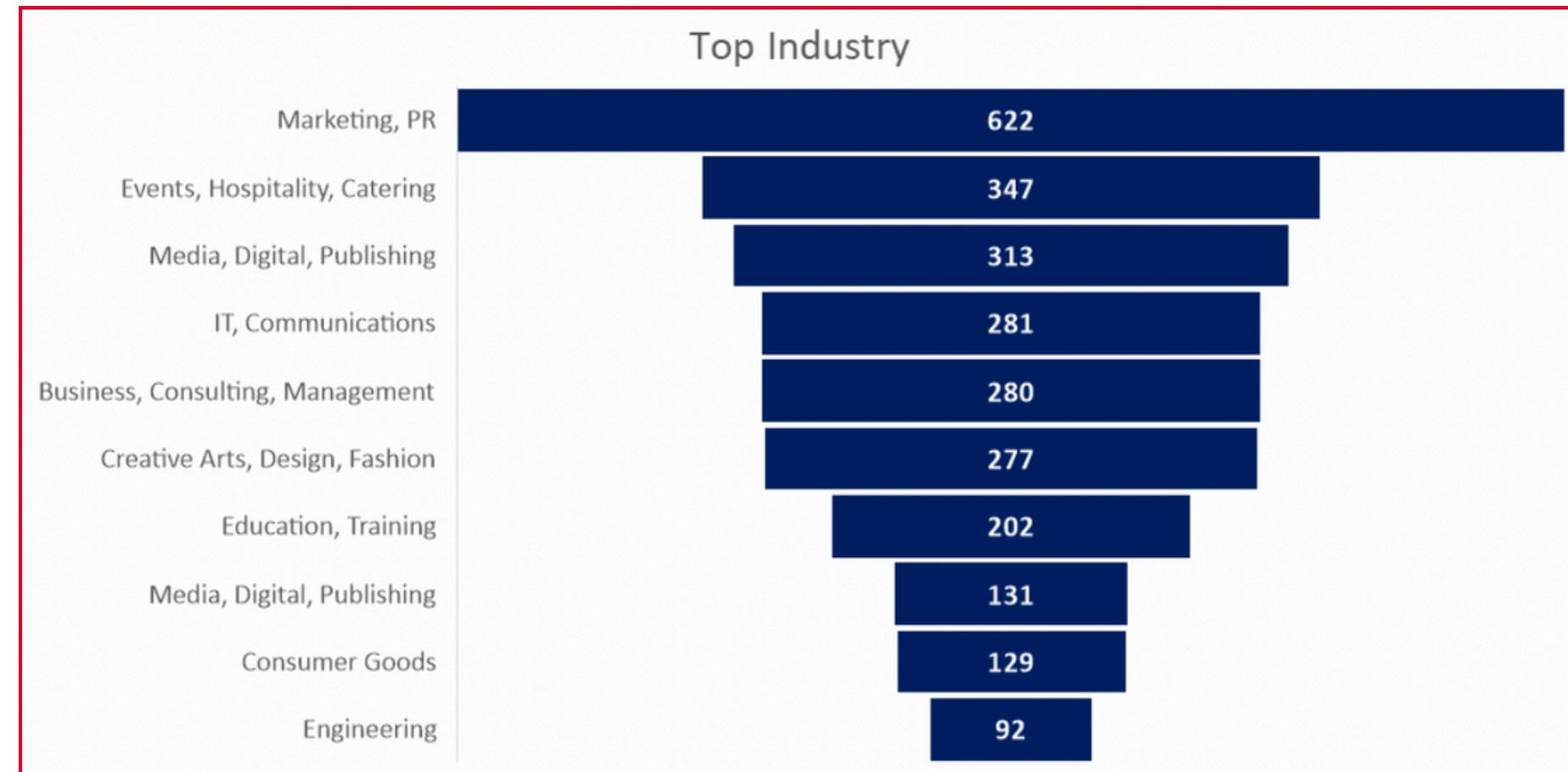
Success Metrics: Present data on job application rates, successful hires, and company satisfaction from previous postings to build confidence in the portal's effectiveness.

Companies offering >50 jobs for RMIT students:

Company name	Number of Jobs
Savills Vietnam	90
dentsu	66
Bosch Vietnam	64
DKSH Vietnam Co. Ltd.	56
TRG International	56

Industry

Top Industry on Careers Portals



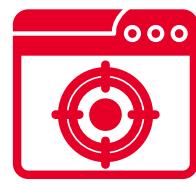
→ Conclusion:

- The majority of companies promoting jobs on the Careers Portal are from the Marketing/PR and Tourism industry → **Highlighting Careers Portal's advantage in providing opportunities in Marketing, PR, Media, and Tourism**
- Industries such as Consumer Goods and Engineering contribute 129 and 92 jobs respectively → Companies on the Careers Portal are becoming more diverse, but remains unbalanced.
- The imbalance across industries could lead to lower student visits as students in less-represented fields may find fewer relevant opportunities, reducing overall engagement.

→ Next step:



Actively engage with companies in underrepresented fields like to increase the variety of job opportunities on the portal.



Showcase the growing diversity of industries on the portal to attract more students from various fields and encourage employers from less-represented sectors to post more jobs.



Develop targeted campaigns to promote job opportunities in sectors with fewer listings, ensuring students from these fields find relevant positions.



Regularly monitor job posting trends across industries on the portal. Share insights with both employers and students to highlight growth opportunities & identify where demand is increasing or decreasing

Industry

Industry having High Views but Low Applications

(>200 Views but <20 Applications)

Industry
Creative Arts, Design, Fashion
Engineering
Accounting, Banking & Financial Services
Retail
Transport, Logistics

→ Conclusion:

While jobs in these industries attract attention, they are not converting into applications. Potential reasons for this could include:

- **Mismatch in qualifications:** Students may view the listings but feel they are underqualified for the role.
- **Unclear job descriptions:** If job postings do not clearly outline expectations, responsibilities, or qualifications, students might hesitate to apply.
- **Perceived lack of appeal:** The roles may not offer competitive benefits, clear growth opportunities, or may not align with student interests.

→ Next step:



Offer Career Guidance

Provide students with more career advice, workshops focused on these industries, helping them feel more prepared and confident in applying for roles in these fields.



Conduct Surveys

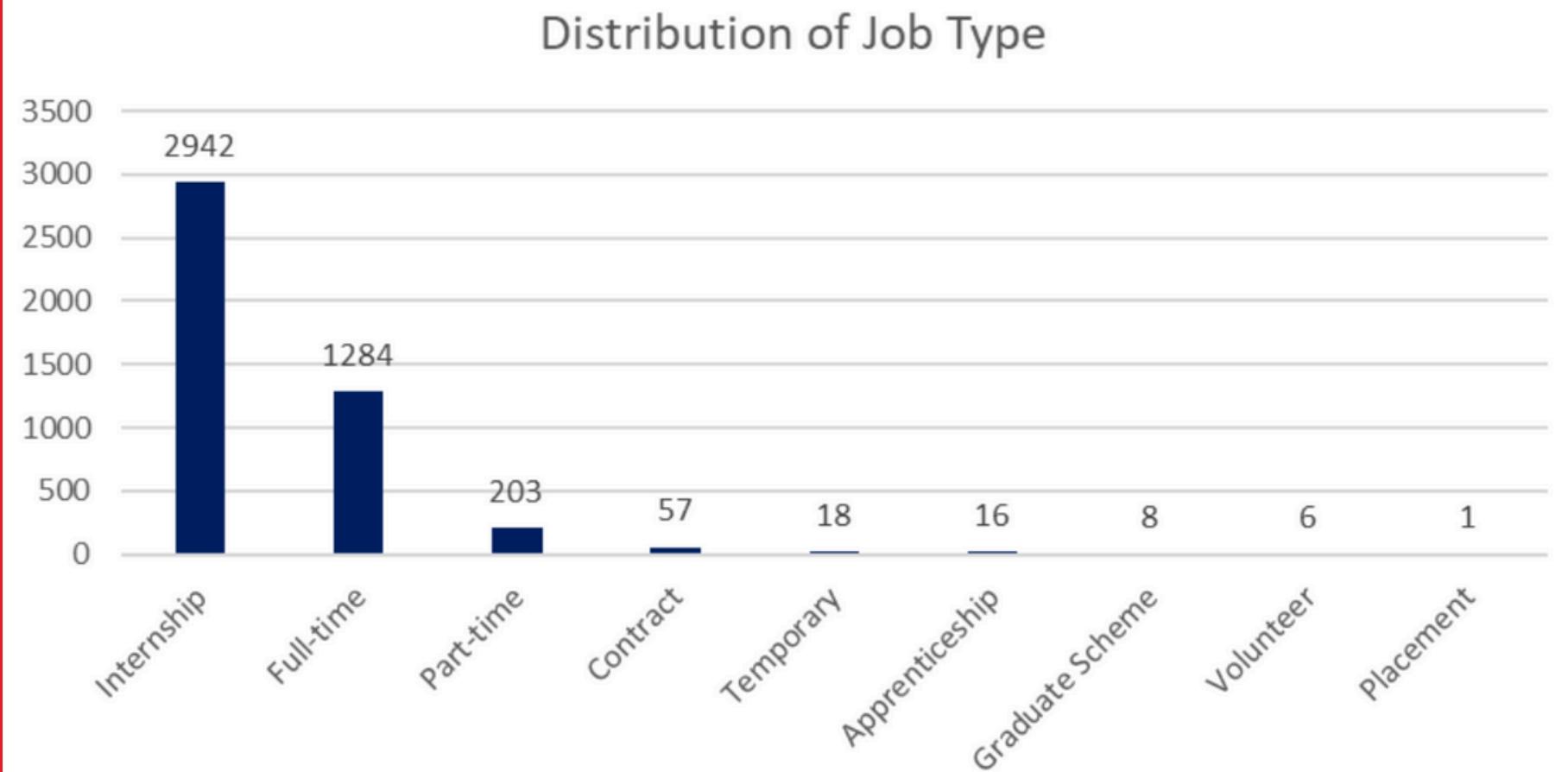
Gather feedback from students to understand why they are not applying to these jobs despite viewing them, and share insights with employers.



Improve Job Descriptions

Work with employers in these industries to make job descriptions clearer and more appealing, ensuring that qualifications, growth opportunities, and benefits are well-defined.

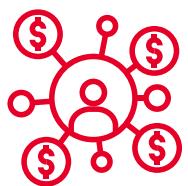
Job Type



→ Conclusion:

- **Internships dominate the job types on the portal** because internships are a mandatory course for many students -> increase in student applications -> encouraging companies to offer more internship positions to meet the demand
- **Other job types lag significantly behind internships** -> making the portal less effective for other segments (graduates, alumni, etc), as it primarily caters to students in internship courses, with fewer opportunities for long-term roles.

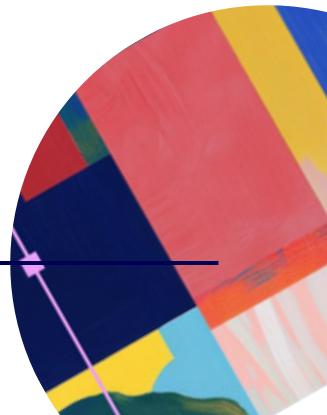
→ Next step:



Increase Full-Time and Part-time Job Listings: Focus on attracting more full-time and part-time jobs by engaging with employers who target graduates and alumni, offering them incentives to post these types of jobs.



Diversify Job Offerings: Encourage companies to post a broader range of job types, such as part-time, contract, and apprenticeship roles, to cater to a wider audience beyond just students in internship programs.

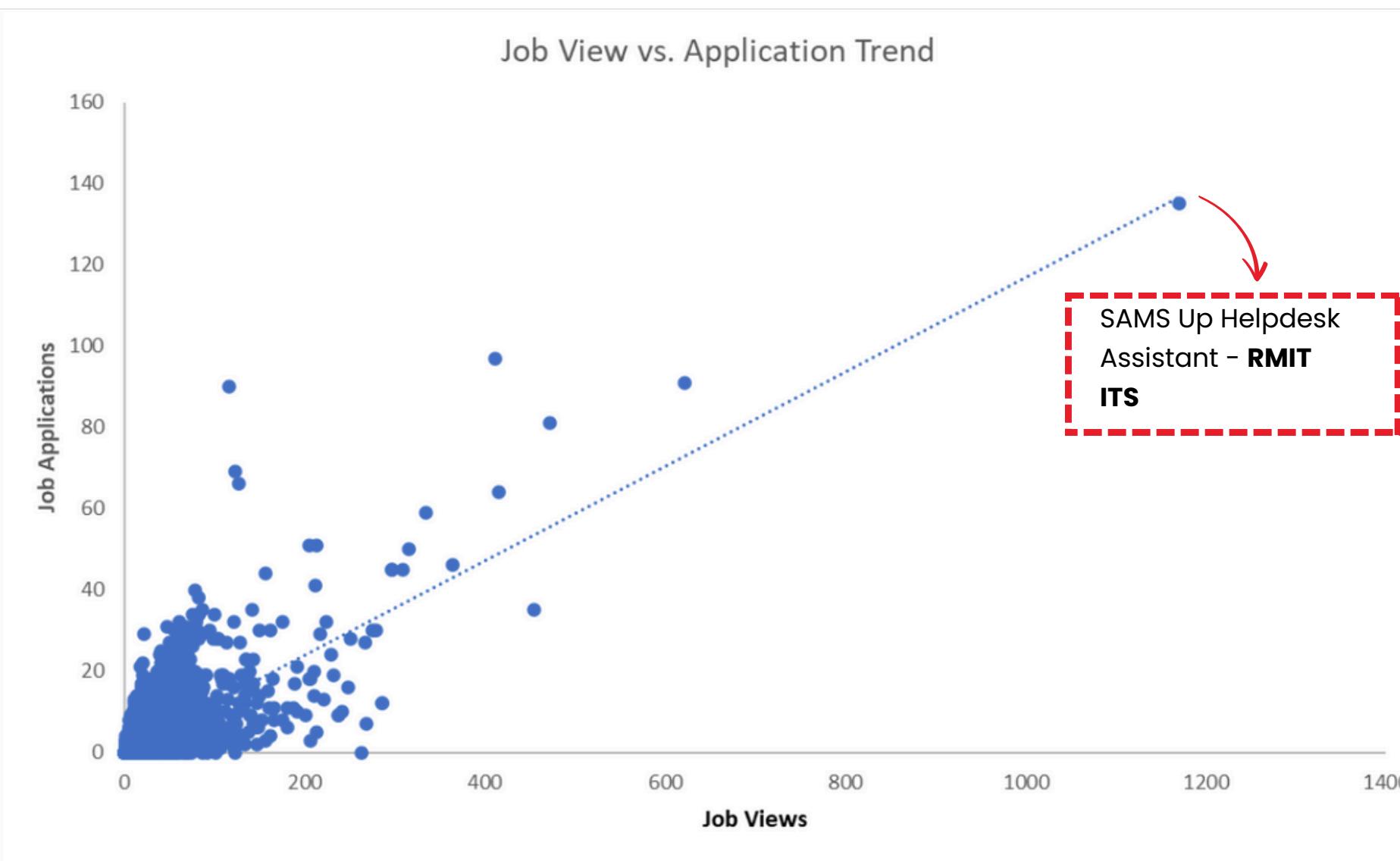




3 All Jobs On Careers Portal



Job View vs. Application Trend Analysis



→ Conclusion:

- Low Job Views and Applications: Most jobs receive fewer than 200 views and less than 20 applications → **low visibility or interest among all jobs**
- High Job Views and Applications: A few outliers with over 1200 views and 160 applications → **certain jobs are more attractive.**
- Spread and Visibility: While more views generally lead to more applications, it's not a strong trend → **higher visibility doesn't always result in more applications.**
- High Views, Low Applications: Some jobs have high views (200–600) but few applications, likely due to mismatches in qualifications or unclear descriptions.
- Low Views, Low Applications: Jobs with both low views and applications may need better targeting, promotion, or enhanced descriptions.

→ Next step:



Enhance Job Promotion: Increase the visibility of all jobs by using targeted marketing strategies



Highlight Perks: Showcase learning opportunities, flexible hours, and career growth to attract students



Offer Application Support: Provide workshops or guides to boost student confidence and help them apply effectively.

Conversion Rate (From View to Application)

Avr. Conversion
Rate

14%

→ Next step:



Improve Job Descriptions: Ensure job listings are clear and compelling, highlighting benefits, responsibilities, and qualifications to attract more relevant candidates.



Targeted Promoting: Send targeted emails to students in specific programs or schools that match the job's field or qualifications, ensuring that the job opportunities are reaching students with the most relevant skills and interests, increasing the likelihood of applications from the right candidates.

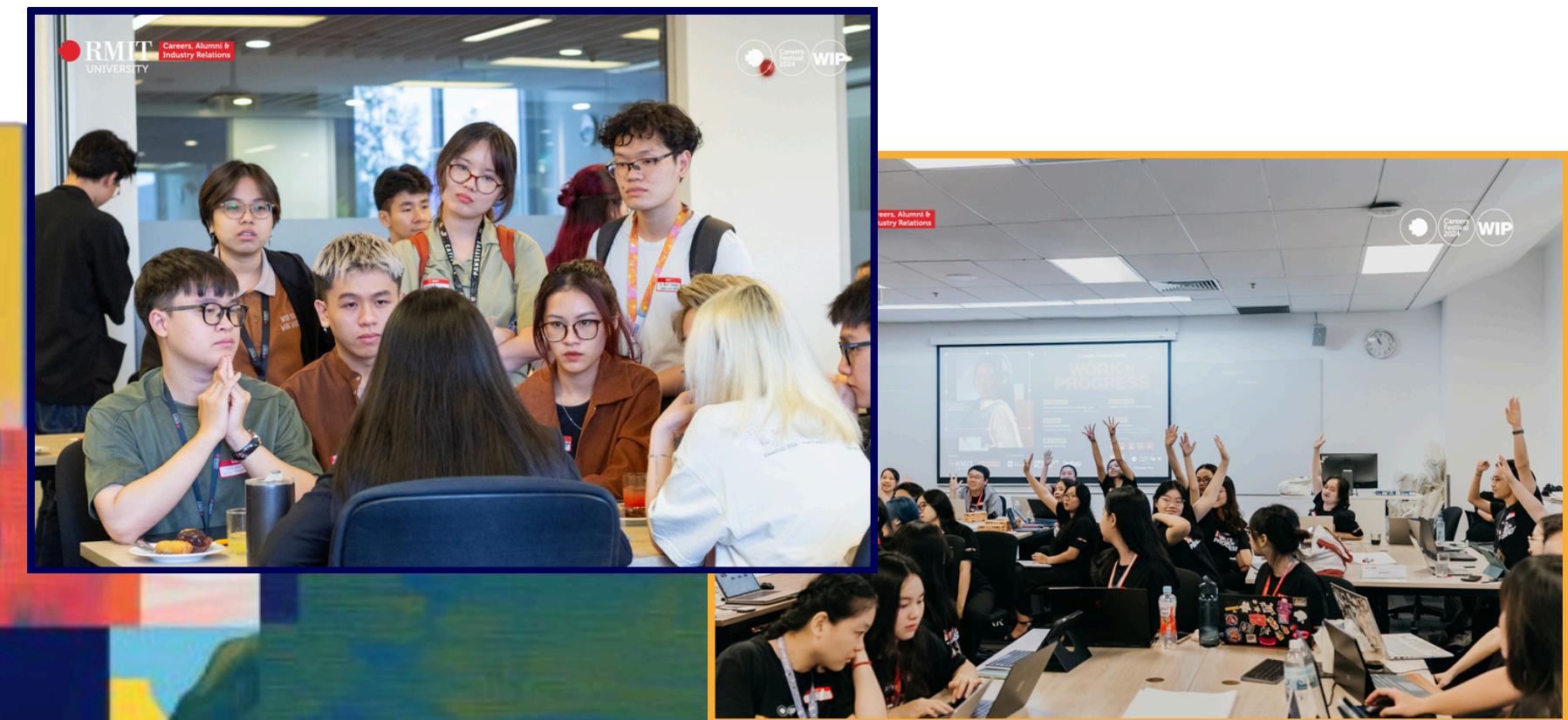
→ Conclusion:



On average, 1-2 students out of 10 will apply for the job they viewed



Large Gap between Views and Applications: while many students are viewing jobs, a smaller portion is taking the next step to apply → potential issues in the application process or a mismatch between the jobs viewed and students' interests or qualifications.



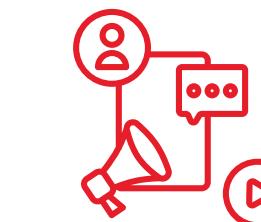
Jobs that have High View + High Applications

Job View	Job Applications	Position	Company
1171	135	[HCMC] SAMS Up Helpdesk Assistant (Casual job)	RMIT - ITS
411	97	Survey Representative	RMIT Vietnam - Student eLearning Support Team
622	91	Internship Assistant (Part-time)	RMIT Careers, Alumni & Industry Relations
116	90	Marketing Intern – Consumer Products Division	L'Oréal
472	81	Employment Team – Event & Communication Intern (Part-time)	RMIT Careers Alumni & Industry Relations
123	69	Marketing Intern	PNJ
127	66	Digital Marketing Intern	SPACESPEAKERS GROUP JOINT STOCK COMPANY
416	64	General Job Shop Assistant	RMIT Careers, Alumni & Industry Relations

→ Conclusion:

- Roles are more suited for TBS and SCD students → SCD and TBS students are more proactive in applying for jobs and utilizing the portal compared to SSET students.
- **Companies with high applications are typically medium to large-sized**
→ Students are more inclined to apply to these organizations due to perceived advantages such as better career opportunities, job security, and stronger brand recognition.

→ Next step:



Launch targeted campaigns aimed at 3 schools, showcasing relevant job listings, success stories, and career paths to motivate them to use the portal more actively.



Increase Engagement with SSET Students: Develop strategies to encourage SSET students to be more proactive on the portal, such as promoting relevant jobs and offering workshops or guidance on job searching.

Jobs have High Views – Low Applications

Job Views	Job Applications	Job Title	Company
286	12	DIGITAL MARKETING	The Idiot
269	7	[HCM] Student Support Officer (Sessional)	RMIT Connect
263	0	VN Corporate Services Workplace Intern	Intel
248	16	Early Career Program - Market Research & Finance Analysis	RMIT – Finance Department
242	10	[HCM] Intern 2023	Fedex Express
238	9	Shopee Apprentice Program 2024	Shopee
232	19	Saturn Internship Programs	SUN LIFE FINANCIAL VIETNAM INSURANCE COMPANY
221	13	UOB Vietnam Management Associate Programme 2024	UOB Vietnam
213	5	Early Career Program - Procurement & Risk Management	RMIT – Finance Department

→ Conclusion:

- Jobs with low conversion rates are often internship programs, this could be due to:

High requirements: Some internship programs demand skills or experience beyond what students have, discouraging them from applying.

- Other jobs are from small-sized companies, which may views as unappealing

→ Next step

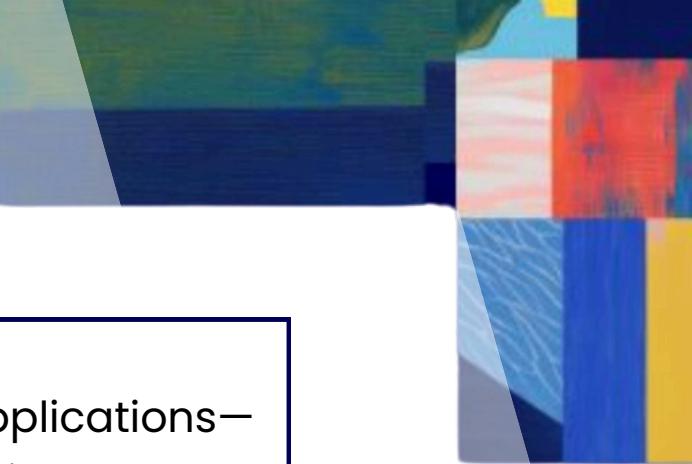


Offer Skill Development Support: Provide workshops or training sessions to help students develop the skills needed to meet higher internship requirements, bridging the gap between job demands and student abilities.



4 RECAP





1

Careers Portal offers **unbalanced job opportunities** for students, with the majority of positions coming from the Marketing, PR, Media, and Tourism industries, highlighting its strong focus on these fields.

2

Industries that require a technical background (such as finance, engineering, etc.) receive a lot of views but few applications, likely because students feel underqualified for these roles.

3

Careers Portal primarily caters to students in internship courses, with fewer opportunities for long-term roles -> Not effective for other segments

4

Career Portal is not fully aware by students -> low visibility or interest among all jobs

5

Higher visibility doesn't always lead to more applications—it's important to understand students' expectations about jobs and align job listings with their skills and interests to encourage more applications.

6

On average, 1-2 students out of 10 will apply for the job they viewed

7

SCD/TBS students are more proactive in utilizing the portal compared to SSET students -> Increase awareness and engagement of SSET students with Portal

8

Students are more inclined to apply to medium-large sized organizations due to perceived advantages. They are still hesitant to apply for internship programs.