

# SEEK AD checklist!

DO'S	DON'TS
<p>➤ <b>DO start your seek ad with a clear and concise role title!</b> <i>eg- Member Consultant, PT, Sales</i></p>	<p>➤ <b>DON'T use multiple job titles in the role title field.</b> Stick to 1! * <i>eg: Reception OR sales. Not both.</i></p>
<p>➤ <b>DO utilise the salary field!!</b> Salary remains the key driver for candidates when searching online. <i>eg- \$25-\$35ph</i></p>	<p>➤ <b>DON'T leave the salary field empty-</b> even if you don't include a \$ amount! Include 'competitive salary'/ or the benefits/ perks.</p>
<p>➤ <b>DO list the Area &amp; Suburb</b> in the location field rather than the suburb alone. This reaches more profiles. (50k radius job search)</p>	<p>➤ <b>DON'T include the location of your club in the Job Title field.</b> Keep it to position only. <i>eg- Personal trainer – <del>Richmond</del></i></p>
<p>➤ <b>DO maximise the short description!</b> Standard ads show 2 lines intro- this needs to be catchy and bold!</p>	<p>➤ <b>DON'T categorise your ad in the 'other' section-</b> try to classify <i>eg. (Sales) or (Sport &amp; recreation)</i></p>
<p>➤ <b>DO mention key drivers</b> of attraction in your Seek ad. Key selling points motivate applications. <i>(E.g.- work from home, leave, mental health support.)</i></p>	<p>➤ <b>DON'T overcomplicate the ad.</b> Make sure to focus on what they will gain from you- not you will gain from them!</p>
<p>➤ <b>DO use the job Ad templates</b> available to you on the intranet.</p>	<p>➤ <b>DON'T repost the same ad twice</b> It becomes confusing and misleading.</p>
<p>➤ <b>DO use the Talent Search function</b> as a candidate match algorithm <i>(and use your credits to contact them!)</i></p>	<p>➤ <b>DON'T only post on SEEK.</b> Remember many staff began as members too!</p>

\*HYPOXI job ad titles should be 'Weight Loss Coach' / 'Health Coach' / 'Health Consultant'  
Include HYPOXI in bullet points or body of text.