Sample Job Campaign: <https://www.vetpetjobs.com/blog/190101us-example-veterinary-job-ads/>

Job Campaign Guide

Vet & Pet Jobs focusses on Reach, Frequency and Message – we reach a LOT of both active and passive candidates and we do so frequently…but without the right Message the impact of our Reach and Frequency is diminished.

This guide has been prepared based on extensive research from successful Job Campaigns across a range of platforms to determine “What makes a job ad convert?”.

Each of the sections*, and the order in which they appear*, have been proven to be best practice in attracting, engaging and compelling candidates to click on the Apply Now button.

Position Title:

>

Bullet Points 1-3:

* One
* Two
* Three

Snapshot description text (about 240 characters that “sells” the role):

>

Salary headline (eg $80-120k plus super, contribution to CE, 5 weeks Annual Leave + Bonus):

>

Introduction (optional - a brief overview of the opportunity):

About Us (required - the practice, the team and culture):

Team member quote or Google Review (optional but highly recommended):

About This Role (required - the three or four key skills that you are looking for – see examples on following pages):

About You (required - the three or four key personal attributes you seek – see examples on following pages):

Our Location (optional but highly recommended - highlights of the location, urban or regional):

Our Offer (required - summary of the salary and other benefits. Recommended – including a salary range increase responses by 20%):

It’s Time To Apply (recommended - application instructions – note that there is a default):

Key Veterinarian technical skills as a guide to select from:

“As a qualified Veterinarian, you already have a sound grasp of the wide range of skills and abilities that this role entails. In particular, the key talents and abilities that we are seeking are:”

* Advanced diagnostic skills
* Animal behaviour techniques and processes
* Balance compassion with efficiency
* Imaging analysis (including MRI)
* Organisation and planning
* Orthopedic surgery
* Pathology analysis
* Preventive care
* Record keeping and attention to detail
* Soft tissue surgery
* Team leadership
* Training and mentorship
* Ultrasound skills and techniques
* Working up cases and developing corresponding treatments
* Add others that may be more specific to the practice or role

Key Veterinary Technician/Veterinary Nurse technical skills as a guide to select from:

“As a qualified Veterinary Technician, you already have a sound grasp of the wide range of skills and abilities that this role entails. In particular, the key talents and abilities that we are seeking are:”

* Administering medications
* A keen interest in dentistry and dental techniques
* Fear free procedures and techniques
* Follow practice protocols and standards of care
* Obtain pet history
* Obtaining pathology samples and performing diagnostic tests
* Physical examination
* Pre-surgery patient preparation and post-surgery recovery
* Record keeping and attention to detail
* Surgery and operating room support and standards
* Add others that may be more specific to the practice or role

Key “About you” team member attributes:

“Your qualifications are certainly essential to your success in this role and it is expected that you will demonstrate talent and skill as a Veterinary Technician. In addition, these attributes are important to us:”

Key words

* Communication
* Compassion
* Empathy
* Inspiring
* Organised
* Positive
* Reliable
* Supportive
* Team player
* Trustworthy

Key phrases

* Ability to quickly build rapport with customers, fellow team member and management
* An adept learner willing to explore new horizons and accept change when based on sound professional foundations
* An understanding that customer service starts with a smile and spreads from there
* Consistently perform at a high level
* Exceptional client communication skills that convey core veterinary concepts to customers in an easily understandable and highly professional way
* Knowing that great results are only achieved through teamwork accomplished through mutual respect
* Maintain a positive, supportive approach at all times
* Respond to the pressure of a fast-paced environment with dignity, presence and grace
* The confidence to own tasks and responsibilities and deliver outcomes
* You are patient and kind, especially in challenging situations
* You get things done, on time and with a minimum of fuss
* You have integrity, and you know what that means to everyone
* You have the confidence to apply your initiative within the boundaries of practice protocols
* You know that great things happen when everyone cooperates
* You know that respect is a mutually beneficial journey
* You know what truth is and you live by it
* You know when to be firm, and when to flex
* You know your measure, can work independently but you also know when to call for assistance
* You never stop learning and you never stop sharing your knowledge
* You recognize your strengths, know your shortcomings and strive to succeed
* You respond to the real setbacks that we all know happen with positivity and grace
* You trust your knowledge, your colleagues and your common sense

Our Offer

*Use this text before the list of benefit bullet points:*

“In order to attract talented Veterinary Professionals like you, we have a flexible approach to remuneration based on your expertise and potential – typically this will include…”

(Select from the list below or add as required)

* An appealing salary that will reflect your abilities and future performance
* Medical, Dental, Vision and Life Insurance choices
* Paid Vacation
* Paid Sick Leave
* A Continuing Education allocation to assist with your Career Growth
* Opportunities for additional training in Leadership, Specialization and Management
* The opportunity to Transfer across the company to fulfill your Career aspirations
* Employee Pet Wellness discounts