Job Campaign Guide

At Vet & Pet Jobs we focus on Reach, Frequency and Message – we Reach a LOT of both passive as well as active 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 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.

Blog article - How To Write (and read between the lines of) The Perfect Veterinary Job Ad

<https://www.vetpetjobs.com/blog/us-write-perfect-veterinary-job-ad/>

Sample Job Campaign:

<https://www.vetpetjobs.com/job/200907-9999-veterinarian-emergency-critical-care-sample-job-campaign/>

Position Title:

>

Bullet Points 1-3:

* One
* Two
* Three

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

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

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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 20-50%):

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

Key **Veterinarian** technical skills as a guide to select from – 4 is ideal:

“As a Veterinary Professional you already have a pretty good idea as to the day-to-day requirements of being a talented Veterinarian. Here are some of the key skills that we are seeking that are particularly relevant to this opportunity:”

* Advanced diagnostic skills
* Imaging analysis (including MRI)
* Orthopedic surgery
* Pathology analysis
* Preventive care patient planning
* Record keeping and attention to detail
* Soft tissue surgery
* 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 – 4 is ideal:

“As a Veterinary Professional you already have a pretty good idea as to the day-to-day requirements of being a talented Veterinary Technician. Here are some of the key skills that we are seeking that are particularly relevant to this opportunity:”

* Client communication and education
* Diagnostic imaging preparation and processing
* Fear Free procedure knowledge and adherence
* Medication dispensing and administering
* Obtaining patient history and maintaining treatment records
* Operating Room surgery assistance
* Pathology sampling and diagnostic testing
* Practice protocol knowledge, understanding and adherence
* Pre and post surgery patient care
* Venepuncture and IV catheter placement
* Add others that may be more specific to the practice or role

Key “About you” team member personal attributes as a guide to select from – 4 is ideal:

Keywords to guide your thoughts:

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

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

Key phrases

* Ability to quickly build rapport with customers, fellow team members and leadership
* 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
* Balancing compassion with efficiency
* Client communication skills that convey core veterinary concepts to customers in an easily understandable and highly professional way
* Getting things done, on time and with a minimum of fuss
* Integrity and knowing what that means to everyone
* Knowing that great results are only achieved and accomplished through teamwork and mutual respect
* Knowing your measure, working independently but also knowing when to call for assistance
* Maintaining a positive, supportive approach at all times - great things happen when everyone cooperates
* Never stopping learning and to never stop sharing knowledge
* Organisation and planning
* Patience and kindness, especially in challenging situations
* Realising when to be firm, and when to flex
* Recognizing what the truth is and living by it
* Recognizing your strengths, knowing your shortcomings and continually striving to succeed
* Responding to the pressure of a fast-paced environment with dignity, presence and grace
* Responding to the real setbacks that we all know happen with positivity and grace
* Team leadership and motivation
* The confidence to apply initiative within the boundaries of practice protocols
* The confidence to own tasks and responsibilities, and deliver positive outcomes
* Trusting your knowledge, your colleagues and your common sense
* Add others that may be more specific to the practice or role

Our Offer

For a wide range of reasons, some competitive, some relating to existing team members and some to do with history, practice owners, partners and managers are very reluctant to openly publish job ads with indicative offers stating dollar amounts.

We get that…but our research has proven that Job Campaigns without at least a broad salary range eg $80-120k get half the number of clicks.

*Try this text or similar before the list of salary and 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)

* A salary range in the order of $80-120k

…or…

* An appealing salary that will reflect your abilities and future performance
* Production bonus
* Sign on bonus after qualifying period
* Medical, Dental, Vision cover
* Life Insurance choices
* Paid Vacation
* Paid Sick Leave
* Maternity leave
* 401k with co-contributions
* A Continuing Education allocation to assist with your Career Growth
* Opportunities for additional training in Leadership, Specialization and Management
* Employee Pet Wellness discounts
* Add others that may be more specific to the practice or role