

How to Maximise your HeadHunter Job Ad

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MAKE SURE THE IMAGE IN YOUR AD IS EYE CATCHING

The speed at which we scroll through our social media feeds is so fast, it could be at the next Olympics, so making sure your ad is eye catching is paramount. Whether it's a beautiful hair or beauty image that represents your brand, or perhaps an engaging shot of your team that captures the spirit of your salon culture, make sure it grabs attention.

2

SHARE YOUR AD FAR AND WIDE

Once your job ad is listed, ask everyone you know to share it far and wide, especially your team. Ask them to put a sentence or two together when they share your ad as to why they love working at your business by way of endorsement. Post it on all of your social channels too, then share it from there.

3

BOOST YOUR AD ON SOCIAL MEDIA

Some of the HeadHunter packages include social media boosting, but if yours doesn't, put some money behind boosting your job ad on Facebook and Instagram and target your location and demographics to get your ad in front of more eyes. Remember, it doesn't always take an applicant to see your ad, it could be someone's mother, friend, flatmate or colleague that passes your ad onto a potential candidate.

Suki Hairdressing recently advertised for a Salon Assistant and an Apprentice and did all of the above, resulting in 25+ shares of their two ads. They received more than 20 quality applications for the positions and were still receiving CVs weeks later, even whilst currently trialling some of the applicants. That's an outstanding result in this challenging employment market.



HeadHunter

Your Future Awaits

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USE VIDEO IN YOUR HEADHUNTER AD AND COMPANY PROFILE

People love engaging with videos and prefer to watch than read, so take advantage of the video option on the HeadHunter website and upload an engaging snapshot of your business and team to accompany your ad. Do a quick tour of the salon or clinic, get your team involved so viewers can gauge your culture and then also ask a few of them to give a testimonial on why they love to work for your business. This is gold when it comes to engagement. Here's an example of a great video from one of our advertisers, Horse Meat Disco Salon. <https://headhunter.org.au/job/horse-meat-disco-salon-stones-corner-qld-australia-full-time-senior-hairstylist/>

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USE HEADHUNTER'S CANDIDATE SEARCH

Did you know that HeadHunter has more than 2200 registered job seekers on our website? As an advertiser you can search through these listings and connect with any you find suitable. Our HR specialist Keira Mahoney has this to say: "Right now, if I was looking for staff and I was registered with HeadHunter, I'd be contacting everyone within a 50km radius of my salon that is on the HeadHunter platform, and if they aren't looking for work, I'd still be building a relationship and asking if they know anybody who is. Reaching out to these candidates could potentially put a great job offer in front of someone who might not necessarily be actively looking for a new position, but are now interested in your offer because you've contacted them directly."

Any questions, feel free to contact the HeadHunter team.

Good luck!