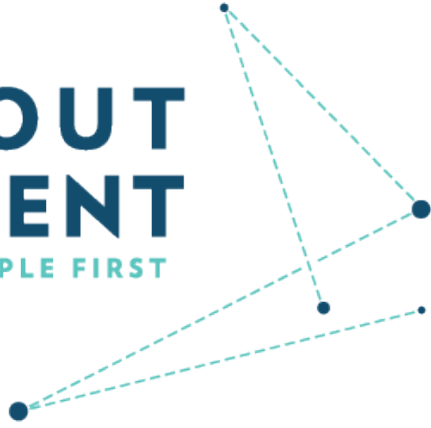


**SCOUT
TALENT**
SEE PEOPLE FIRST



SCOUT TALENT INFO SESSION

New Features for Councils



Presented By



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Housekeeping

- Have a question?

Type it into your GoToWebinar Action Pane and we'll answer them at the end!

- We'll e-mail you the webinar slides/recording afterwards
- There will be a few special offers discussed throughout this session – worth paying attention!

Summary of Features Discussed

- Panel feature – SPECIAL OFFER!
- Approval forms
 - Hide position title
 - Hide approval admin
 - Required approvers
- Shortlisting key
- Attach form
- Send form (online reference check)
- Suitability checklist

Special Offer Reminder

**25% OFF Panel-Style Recruitment View
(RRP \$1,500)**

Questions?

Please send your queries to:

marketing@scouttalent.com.au

A photograph of three young adults smiling, positioned on the right side of the slide. From left to right: a man with dark hair and a beard, a woman with dark hair, and a woman with long, curly brown hair. They are all smiling warmly. The image is partially overlaid by a large, light green circular graphic element.

*targeted recruitment advertising -
we're the council talent pool*

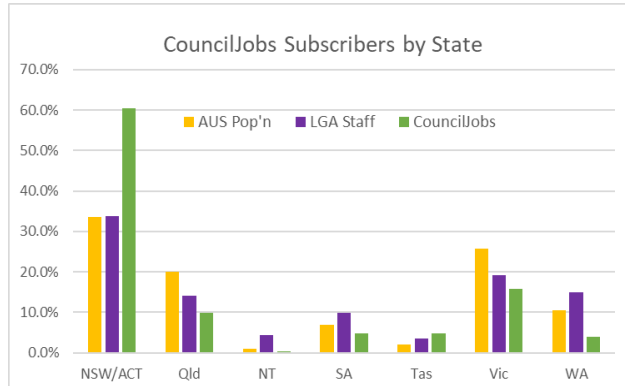
Why think @CouncilJobs?

- Talent: Over 6,000 current subscribers
 - who all want to work in council=> motivated
 - 70% already with council experience=> experienced
 - Australia's talent pool for council-ready candidates=> ready
- Tailored to Councils
 - 200+ council-specific job categories
- Relied on by Candidates searching for jobs in councils
 - #1 in organic search monthly
 - >21,000 sessions
 - >17,000 unique visitors and
 - >56,000 pageviews
 - Each ad is instantly emailed to >250 subscribers (avg)
- About us
 - Started by council HR professionals in 1999
 - National, small, independent and for councils-only
 - Every Council is automatically an Advertiser

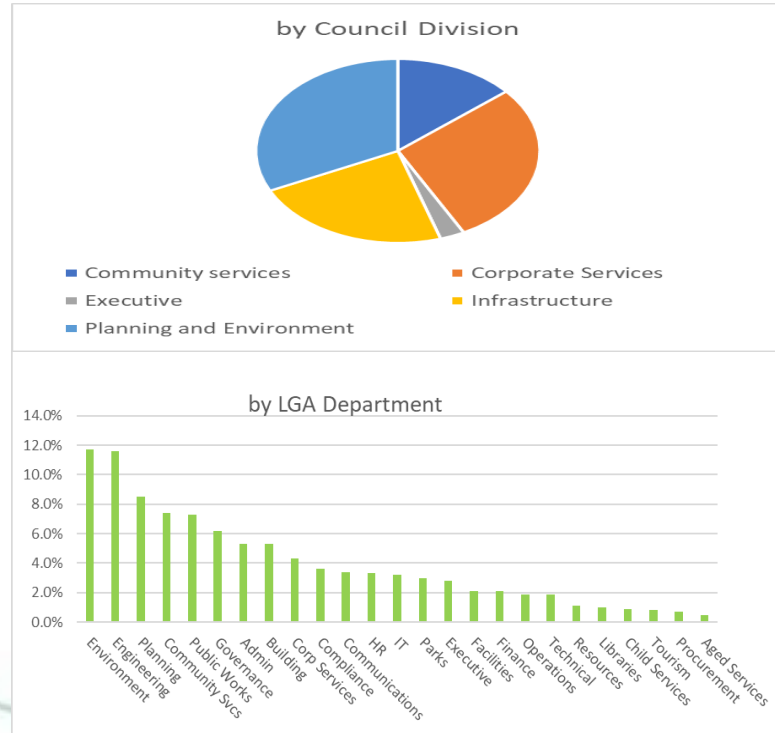
Scout and CouncilJobs together at last!

- Council HR is under pressure to constantly do more with less;
 - Recruitment are expected to produce better candidates more quickly and for less effort
 - Use of specialised HR systems is growing rapidly
 - HRIS, Talent Management, Performance Management and E-recruitment are being installed
 - Integration between these systems is the key to better efficiency
- E-recruitment take-up by AUS councils so far;
 - 526 councils, 24.5% use an e-recruitment system
 - Scout is #1, >50% use Scout
- Direct integration now available between Scout and CouncilJobs
 - Manage the entire Recruitment process in Scout, including creating the Ad
 - One Click to advertise the Job on CouncilJobs.com
- Two steps now to turn it on for Council users of Scout
 1. Scout Talent: Request Integration with CouncilJobs be activated
 2. CouncilJobs: Request Integration with Scout be activated
 - Order a CouncilJobs JobPack

our 6,000 active Subscribers are all over councils



- Strongest in NSW
- Most depth in professional and manager roles



Targeted recruitment is direct marketing

- Direct Marketing is the most effective form of Advertising
 - A form of advertising involving communication directly with customers through a variety of media for 50 years
 - Most effective when a Target Market is well defined
 - Sometimes known as Database marketing or Direct response Advertising – it is a ‘numbers game’
 - Success rates depend on relevance of the database, communication and ‘offer’
 - Response rates of >5% are outstanding and <1% is commonplace
- To get the best results from CouncilJobs.....
 - Tailor your message for your target market
 - Don't just use the 'Press Ad' copy
 - Help readers recognise the job is meant for them by using their language
 - Include links to up-to-date resources, e.g.
 - Family-relevant information , i.e. schools, sports facilities and community groups
 - Community and District news
 - Industry bodies, e.g. Awards
 - Optimise Council's Brand Positioning
 - Not just the logo, but Council's values and objectives also
 - Integrate with Tourism and Economic development messaging
 - Maximise your use of Categories (up to 8/Ad) to widen the point of impact

More tips for Advertisers

- Define the characteristics of your ideal candidate
 - Skills and Qualifications
 - Minimise Essential and use Desirable to widen your reach
 - Experience and location
 - Council Experience Y/N
 - Local or relocater?
 - Motivations and career aspirations
 - Lifestyle or Salary?
- Use online Application/e-Recruitment tool
 - Many email applications are never received due to Junk-mail filters
 - Minimises 'tyre-kickers'
- Use Categories to most accurately target candidates
 - Use adjacent categories to spark referral

Give CouncilJobs a try now

Key features

- #1 in Candidate Search
- Best targeted reach
- Integrations in place with leading e-recruitment systems used by councils

Pricing

- Standard casual ad \$245 +gst
- JobPack pricing from as low as \$140
 - JobPacks from 5 to 100
- JobPack credits never expire
- Contact us for Special **Webinar** offers
 - +20% more to you in new JobPack orders in next 90 days when you mention this Webinar
 - Receive your free copy of the 2016 Jetty Research, Future of Council Recruitment Report

email us at: scoutwebinar@counciljobs.com

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