

‘How To’ Guide - For Advertisers

Welcome to CapitalJobs.com.au

Jobs site CapitalJobs.com.au is the latest addition to the AllHomes family of websites.

CapitalJobs.com.au represents the most targeted and cost-effective place to advertise job vacancies and search for candidates in the ACT, south-east NSW and the Illawarra Region. Why advertise anywhere else?

Job Slots and CV Views

When you open an account with CapitalJobs.com.au you are allocated a certain number of ‘job slots’ and ‘CV views’ as part of an advertising ‘pack’.

- **Job Slots.** Job slots enable the advertiser to post job advertisements on the website in relevant categories. A single job slot enables the advertiser to advertise one job at a time, for a period of at least thirty days (depending upon the duration of the ‘pack’ purchased) – that is, advertisers may choose to advertise multiple jobs during the life of the job slot, but only one advertisement can show in that slot at any one time.
- **CV Views.** Advertisers are also granted a number of CV views per day as part of their advertising ‘pack’. Advertisers have the opportunity to search the CapitalJobs.com.au job seeker database for prospective candidates and view their CV details on request.

Establishing an Account

To establish an advertiser account on CapitalJobs.com.au, select ‘Advertise Jobs’ from the top menu bar. You will be presented with two options:

- **Instant Access – Pay by Credit Card.** At this time, you can choose to establish an account immediately by paying by credit card using our secure online shopping cart. This is our preferred method of payment. This method will ensure that you can advertise immediately on the website.
- **Delayed Access – Pay by Invoice.** Alternatively, you can choose to receive an invoice from CapitalJobs.com.au offering a number of other payment methods. Note that your account will not be made ‘live’ until the invoice has been processed by our administration staff. Payment term for invoices is 7 business days from issue.

After selecting your payment method, you will be required to complete a short form containing account information about your organisation.



Advertiser Area

Once your account is 'live', you will receive your username and password details via an email – if you do not receive this email, please contact CapitalJobs.com.au at info@capitaljobs.com.au – enabling you to log in to our Advertiser Area. This area is used by Advertisers to:

- Manage job listings
- Search the CV database for potential candidates
- View job clickthrough and application statistics
- Purchase additional packages of job slots and CV views
- Manage their organisational profile and upload a logo
- Change details of their users/recruitment consultants

Logging in to the Advertiser Area

To log in to the Advertiser Area, enter the username and password into the Advertiser Login box on the home page of the website. **Please note** that you must have cookies turned on in your browser for the login process to work correctly.

Master Account and User Accounts

The original user is the *master user* for that organisation's account with CapitalJobs.com.au. Additional user accounts can be created (by the master user only) by clicking the User link in the top navigation menu in the Advertiser Area. Users log in to the system in the same manner as above, although unlike the master user, they cannot view, edit or delete jobs of other users from the same organisation.

Adding New Users

We highly recommend that advertisers take advantage of the 'user' function, as this function affords greater control of the advertiser account ; and ensures redundancy and security in situations where users leave your organisation (ie. Users can be deleted as they come and go, without having to change the master account password for security purposes).

To add a new user, click the Users link in the top menu. Next click the 'Add new User' link to bring up the user input form. Enter the details and submit the form. Create as many users as you require (there is no limit).

Editing User Details

If a user's details change, bring up the user list and click the edit icon alongside the person that you wish to change. Proceed as you would if you were adding a new user.

Max Job Slots

This setting, provided on the Users screen, can be specified by the master account holder to allocate the maximum number of jobs that a particular user may have live on the system at any one time. If this value is reduced below the actual number of jobs that the user has active on the website, then he/she won't lose those jobs, but no further jobs can be added until the actual number is reduced. To specify no limit, set to 0 (zero).

Deleting vs Replacing Users

Users can be easily deleted from the system by viewing the user list and selecting the delete option. If the user that you wish to delete has jobs that you wish to assign to a new person, the edit option should be

used instead – you can then edit out the old user’s details and replace those of the new user. This will reassign all the jobs from the old user to the new one.

NOTE: IF YOU DELETE A USER WHO STILL HAS JOBS ASSIGNED TO HIM/HER THEN ALL THOSE JOBS WILL BE DELETED.

Reassigning Individual Jobs

If a user leaves your organisation and you wish to divide his/her jobs up between other staff, select the ‘Edit’ button against the job and change the user dropdown list to the user who is taking over this vacancy. Once all jobs have been reallocated, you can delete the original user.

Job Slots

In order to advertise jobs on CapitalJobs.com.au, the organisation must have a least one free ‘job slot’. Job slots are purchased as part of a package of services. If a package has expired, those job slots can no longer be used – a new pack must be purchased via the ‘Account’ section in the Advertiser Area. Similarly, if the organisation has used up their current allocation of job slots they must either purchase more, or disable or delete a job to free up a slot.

Jobs do not expire

Job ads on CapitalJobs.com.au do not expire – they remain on the system until they are deleted by the advertiser. The search function on the site will filter out jobs older than 30 days to ensure that the system does not become clogged with redundant job ads. A job can be re-dated by the consultant at any time, at which point it will show up in searches once again. Once filtered out, old job ads do not count towards the total job slots in use.

Viewing Jobs

To view your organisation’s current jobs, click the Ad List link in the menu. This will list all current jobs, whether they are active (appear in a light grey colour), deactivated (they appear in dark grey), or are older than 30 days old (they appear in red). The results may be displayed on several pages (accessible by clicking the numbered links below the listed jobs).

Filtering Jobs

If you only want to see jobs of a particular type – eg. those jobs posted by one particular user, or only deactivated jobs, then you can make this selection using the drop down menus and press the submit button.

If you wish to quickly find a job, you can use the text search box located to the right of the job filter drop down boxes. Enter a fragment of either the job reference number, job description or the job title, and matching jobs will be listed. The more complete the fragment of text, the more precise the results. For example, ‘dir’ will list any jobs with titles (or reference) including ‘dir’. However, ‘director’ will only return those including the full word ‘director’.

Editing, cloning and deleting jobs

Three buttons appear against each job on the right hand side of the screen – Edit, Clone and Delete (a fourth button, Information, appears for jobs that have statistical data available). Editing allows you to alter an existing listing. Cloning will create a new job based on the selected existing job. This can greatly reduce the time taken to add a new job.

Bulk updates

There is a checkbox alongside each job to allow the selection of multiple jobs, which can then be collectively activated, deactivated, re-dated or deleted. Re-dating sets the jobs to 'new' again, extending their life and making them more visible in the search results.

Sorting the vacancies

Several of the columns have up and down arrows above them that allow the records to be sorted by the values in that column.

Adding a new job

A link is provided above the job listing for adding new jobs. The following details must be entered to lodge a new vacancy:

- *Job Active?* – This determines whether the ad is shown to job seekers on the system or not. A job can be deactivated temporarily without deleting it. Deactivated jobs do not count towards the total jobs on the system for that organisation.
- *Blind Post?* – A blind-posted job will be shown to job seekers without any reference to the company placing the job. Blind posts are used by many organisations to attract candidates free from prejudice, or to conceal the fact that the organisation is hiring a particular position.
- *Job Title (mandatory)* – This will be the title that appears in the job listing. Maximum size is 50 characters.
- *Organisational Reference (optional)* – This is your own reference number. It can be left blank. If filled in, the job listing will contain the reference number, allowing applicants to easily refer to a particular job in their correspondence with you. Emails sent from vacancy listings on the website will automatically include this number in the subject header of the email message.
- *Salary/Hourly Rate (optional)* – There are four options for completing the salary/hourly rate field:
 - \$X – if the salary/rate is a fixed amount, eg. \$40K, enter the amount in both the min and max fields or just in the min field
 - From \$X to \$Y – if the salary/rate is a range, eg. \$40K - \$50K, then the two amounts should be entered into the respective min and max boxes.
 - Up to \$X – if the salary/rate can range anywhere up to a maximum value, eg. Up to \$120K, then the min box should be left as zero, and the upper limit entered into the max box.
 - \$ Negotiable – if the rate is negotiable, leave both boxes blank and 'n/a' is displayed
- *Work Type (pay basis) (mandatory)* – There are three options:
 - Permanent – per year
 - Part-time / Casual – per hour

- Contract / Temp – per hour
- *Non financial benefits (optional)* – Give brief details about any non-salary incentives that are offered as part of this job – eg. Car, commission, free parking, gym membership, mobile phone, etc.
- *Region (mandatory)* – There are four regions specified in CapitalJobs.com.au:
 - ACT and Queanbeyan – this is the greater Canberra urban area
 - South-eastern NSW
 - Illawarra region NSW
 - Other region – for jobs outside of the CapitalJobs.com.au region. This field can be used by advertisers who seek candidates from the region, to work outside of the region.

To select more than one region, hold down the CTRL key whilst clicking on the selection. Any number of regions can be selected.

- *Exact Location (mandatory)* – This is a free text field and you should enter the actual location of the job (eg. Belconnen, Queanbeyan, Eden, Yass) in this box, so that job seekers can undertake keyword searches for jobs in that locality.
- *Job Categories (mandatory)* – Each job can appear in up to three job categories (jobs in multiple categories only count as occupying one job slot). To select more than one category, hold down the CTRL key whilst clicking on the selection.
- *Sector / Levels (optional)* – The following work levels are available on CapitalJobs.com.au:
 - Private sector – select this for all non-government jobs
 - Government sector:
 - Graduate level – entry-level jobs for university graduates
 - APS1/2 equivalent
 - APS3/4 equivalent
 - APS5/6 equivalent
 - EL1/2 equivalent
 - Senior Executive level

To select more than one work level, hold down the CTRL key whilst clicking on the selection.

- *Job Description (mandatory)* – This is the long job description (maximum of 3000 characters). It is possible to use HTML tags such as bullets , boldface , italics <i>, etc. in this field, however, you will need to obtain permission to do so from us – please email us at info@capitaljobs.com.au.
- *Short Job Description (optional)* – This is the text that appears on the results listing page (maximum of 500 characters). This description needs to be enticing so that job seekers will click on your ad.
- *Apply to URL (optional)* – this is an optional field and should only be used when you want the applicant to apply via a separate URL, instead of using the CapitalJobs.com.au system for

applying. This might be used, for example, where an organisation has a policy of only accepting job applications via a form on its own website. If this field is left blank, then the job seeker sees the standard CapitalJobs.com.au application form and the application is emailed to the user via the CapitalJobs.com.au website.

- *Keywords (optional)* – These are optional keywords that relate to the job, but are not displayed in the advertisement (maximum 255 characters). Like the job title and job description, these will be matched to a job seeker’s keyword search. This field is useful to put keywords that might not feature in the title or description. For example, an IT job – “vb” might be included in the keywords, when the job title might say “visual basic”.
- *Screening Questions (optional)* – These are additional screening questions that you require all applicants to respond to when they apply to your vacancy. These questions are specified on the Screening Questions page, accessed via the top navigation bar. These additional questions can help you to screen potential candidates prior to conducting an interview. This will save you valuable time by ensuring that you proceed only with those candidates who are suitable for the role.
- *User (mandatory)* – Pick the user responsible for the vacancy from the dropdown list. If the user is already logged in as a user, then their name will appear in this field.

Searching the CV Database

Whilst CapitalJobs.com.au’s most apparent function is normal job advertising (ie employer seeking employee), CapitalJobs also offers an innovative way of matching employers and employees by allowing job seekers to post their CVs on the website. Advertisers are able to search these CVs by keyword in order to identify and approach prospective employees.

All advertiser account holders are granted a certain number of CV views per day as a part of the advertising package that they have purchased. If an organisation runs out of view credits, they can upgrade their package or wait until the following day when further views are credited.

Search CVs

To search for candidate CVs, click the CV Search link in the top menu bar. CVs can be found by a variety of search tools similar to that used by job seekers to find jobs on the website.

The CV Bar

The top bar on the Search CV Database page displays the number of credits left and the number of CVs that may be viewed during a specified number of days. In addition, if the user is logged in as a user (rather than as the master user), he/she will see their own totals for CV views.

CV Lookup Box

At the bottom of the Search CV Database page there is a CV Lookup Box. The database ID number of a CV can be entered for direct access to a particular CV. If a user likes a particular CV and has not printed it out, they should make a note of this number when they view a CV.

Viewing a CV

Clicking on the ‘view full CV’ link will display the CV in full, providing the organisation still has credits available. Each CV viewed will cost one credit. However, CVs viewed within the last week may be viewed again for free.

Please note that there are specific terms of use in relation to accessing CVs via this system, specifically that candidates' details are to be accessed only for the purpose of matching them against current vacancies and for no other purpose.

Statistics

CapitalJobs.com.au offers a large selection of statistical information for advertisers. To access these, click the Statistics link in the top menu bar. The number of clickthroughs (where candidates clicked through to view more details or apply) and the number of applications are shown for each of the users. Statistics pertaining to individual jobs can be accessed by selecting the 'information' icon alongside the job on the Advertisement List.

Client Profile

Advertisers are able to update their organisational details and upload their organisation's logo (for display on job ads and in the search results) via the Advertiser Area. These details are displayed on the organisational profile page on the front end of the site. To edit, click on the Profile link.

Account

This page provides details of the agency's previous purchases on CapitalJobs.com.au. Further packages can also be purchased on this page.

Bulk Uploading to CapitalJobs.com.au

It is time consuming to add jobs to job boards (particularly if you are using multiple boards), CapitalJobs.com.au is able to provide a bulk upload facility upon request, allowing you to post jobs directly from your in-house recruitment software or job aggregation service (eg. AdLogic, PostJobsOnce, Job Adder). To enquire about this service, please contact us at info@capitaljobs.com.au.

Terms of use

Please note that all advertiser must abide by the current terms and conditions of use, as detailed on the CapitalJobs.com.au website. Creation of an advertiser account and usage of the system signifies acceptance of these terms and conditions.