counciljobs

TARGETED RECRUITMENT ADVERTISING

CouncilJobs IS EASY...

Here's how to advertise to our unique talent pool:

1. Log into your secure Advertiser Dashboard

Counciljobs is for the exclusive use of Council recruiters in Australia and New Zealand, so every Council automatically has a 7-day trading account ready to go.

TIP: Contact us for first time use or to reactivate your account.

2. To create an ad, copy your ad content into the designated fields and select which Job Categories to use.

Select up to 8 categories per ad from over 200 Council-specific job categories.

TIP: Use more categories to maximise reach of job alerts and even try categories different to the job being hired to reach subscribers who might know the ideal candidate for your job, e.g. People who might've worked alongside your ideal candidate.

3. Select whether to use Casual orJobPack pricing and then lodge your Ad.

Consider whether to maximise the ads' exposure on our website with a Premium or Hot listing.

TIP: CouncilJobs JobPacks save time, money and best of all the credits **NEVER EXPIRE.**

HOW IT WORKS

Jobseekers subscribe to immediate, daily and/or weekly summary alerts by job category. Advertisers post job ads via the secure easy-to-use advertisers' website menu nominating the specific categories which the job relates to.

IMMEDIATE ACTION

Immediately on posting the ad, hundreds of email alerts – Instant Flashes - are sent to all the relevant targeted subscribers. Overnight, additional summary email alerts – Daily Alerts - are sent to a broader target group. Every Tuesday morning, the entire current list of job ads – CouncilJobs Weekly - is sent to the largest dedicated distribution list of Council jobseekers in the country.

CONTINUOUS REFFERALS

Typically, and as the CouncilJobs Subscriber Database includes a high proportion of existing Council employees, individual instant/Daily Alerts and CouncilJobs Weekly are forwarded on immediately by our subscribers to family and friends resulting in many new subscribers/candidates responding to job ads.

QUICK AND EASY FOR CANDIDATES

Once subscribers receive an email alert or CouncilJobs Weekly, they simply click on the link to the ad from their mobile, tablet and/or desktop to go to the ad on the CouncilJobs website. From there, they can either complete a job application online via the advertiser's preferred link or submit their resume and cover letter by email through our website direct to the advertiser – it could not be easier!

ADDITIONAL FEATURES FOR ADVERTISERS

Access to the most up-to-date list of over 200 **Councils-specific job categories**

Smart computer interface **(API)** for even simpler job ad lodgement

Premium Listing for higher visibility
Hot Jobs for urgent vacancies

Continuous feedback (readership statistics) on each ad

ADVERTISING RATES 2026 ex-gst

	PER AD
Casual ads – for Instant, daily and weekly alerts with Council (and Recruiter) logos, HTML editing (fonts, styles, images and colours)	$149
JobPack ads – Prepaid ad packs from 5 to 30 ads with no expiry date, from as little as	$137.83
DISPLAY OPTIONS	
Hot Job to highlight your ad in eye-catching red	$30
Premium Position to ensure your ad is displayed top of all searches	$30

ADVERTISING INCLUSIONS

- Secure Advertiser Admin login with the ability to
  - Update employer logos
  - Order JobPacks at any time
  - Analyse and track job ad statistics
- Secure user logins for posting and editing ads
  - Create, preview, hold and accept ads
  - Job Ads can be put 'on hold' for up to 48 hours
- Council banner logo for display at the top of all ads
  - Held on file to display automatically and can be updated by the advertiser, plus new thumbnail logo for more prominence
- Recruiter logo in footer of ad, where the recruiter is a 3rd party agency
- Multiple Job Categories – up to 8 per ad to maximise reach to targeted Job seekers
- Upload ads yourself and unlimited edit duration for as long as the ad is valid
- Advertiser Feedback on the number of Job Alerts issued and readers on the web
- Ad posting support Mon-Fri, e.g. for posting ads by email.

JOBPACK PRICING

Code	# Ads	$ Ex-GST	Price ea
JPA05	5	$730.10	$146.02
JPA10	10	$1,1445.30	$144.53
JPA20	20	$2,816.10	$140.81
JPA30	30	$4,134.75	$137.83

*Ask for details on larger JobPacks

HIGHLIGHTS

- Launched in 1999, we are the oldest continuous online job ads board just for Councils
- Largest email lists of Council-ready candidates, we are the **Counciljobs Talent Pool**
- Designed and setup by former Council HR recruitment specialists, it is perfect for Councils
- No expiry time limit on Prepaid JobPacks

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