

nzuni[^]talent

Creating engaging job listings



With increasing competition among employers for the best students and graduates, it is vital to market your job and organisation to potential applicants as effectively as possible.

Your vacancy listing may be the first interaction your organisation has with potential recruits, therefore, your job advertisement plays a key role in attracting the best candidates.

At NZUni Talent, we want your recruitment campaigns to be successful, so we have compiled some hints and tips to help you create the best possible advertisement for your role.

1. Think like a student/recent graduate

Unlike general recruitment websites, on NZUni Talent your audience is specifically students and graduates. When creating your advertisement, try to imagine yourself as the student/graduate you want to recruit.

- » What is it about your position that students or recent graduates would find most interesting?
- » What is unique about your organisation versus all the other competing organisations?
- » Why would you want to apply for this role as potentially your first career move?
- » Consider how this role would help the recruit to make a difference.

2. Keep it simple

- » This means listing one type of job or role per advertisement, making it easier to search for.
- » Use clear language – it is easy to forget that this might be the graduate's first experience of the industry; the use of jargon, buzz words and acronyms may put them off.
- » Use short sentences and paragraphs. Break up text with bullet points.

3. Make it attractive, but don't oversell

You are likely competing against many other organisations for the student's attention and interest. To attract the right candidates, use the job headline and descriptive details to put forward the key selling points of your organisation and the role. But be careful to ensure the picture you paint is accurate; the advertisement is a promise of what is to come later in the recruitment process.

HINT: A good advertisement balances a realistic description of the tasks involved in a typical day in the role with a view of the likely career path and where the role could lead if all goes well.

Vacancy post step by step

Position Title

Capture the attention of your ideal candidates with a concise but descriptive position title.
e.g. **Software developer - Mobile Applications, Graduate Engineer - Mechanical, Technical Writer (Intern), Graduate Accountants.**

TIPS:

- » Be accurate in the title and don't use gimmicks.
- » Use a commonly accepted job title if it reflects the role and your audience will understand it better, even if you use something else internally.

Job Details

Write about your position in a way that allows candidates to imagine themselves in it. Provide a summary of your organisation and what it's like to work for, such as the culture and working environment. Describe the position comprehensively including its opportunities and responsibilities.

Be specific about the position's benefits, including the salary, on-the-job and other training, opportunities for career progression, rewards, and incentives. This is the ideal forum to promote benefits specifically targeted to students and recent graduates, such as if you can employ students while they complete their studies.

Explain what you're looking for in applicants: qualifications, grades (ensure students/graduates won't screen themselves out because they think they don't meet the perceived grade your organisation would accept), skills, experience, working hours, personality characteristics - without being too generic. The more specific you are, the closer applicants will meet your requirements.

TIPS:

- » Specify what makes your job or graduate program unique - remember your candidates are likely to be comparing your offer against others.
- » Keep the details informative yet concise, remembering candidates will see your advertisement on screen, most likely initially scanning through the text rather than reading each word.
- » Students and graduates value authenticity in descriptions of the role and organisation, so we advise staying away from generic or overused words and phrases ("dynamic, innovative, forward-thinking workplace, fast paced environment, no two days will be the same etc."). They are looking for ways to connect with employers and find it hard to do that when they see the same adjectives and phrases used again and again.

Vacancy post step by step

Salary

We strongly advise including salary details (a range, a fixed budget, or salary bands) in your job ads. This is incredibly important to candidates as they would like to know what kind of salary they can expect. [LinkedIn's](#) research shows pay transparency is top-of-mind for job seekers with 82% of respondents saying that seeing a salary range in a job description would give them a more positive impression of a company.

Skills matching

AI within the back end of the NZUni Talent platform takes skills it finds in your job description and matches these to skills featured in students/graduates CVs; intuitively suggesting suitable opportunities for them. Make sure you list all the professional, soft/power and IT/technical skills which are essential or desirable for your role to have the best opportunity to get relevant applications.

Application procedures

Applications will be sent to the email address that you provide. We recommend this as it will allow the candidates to apply for the job with one click in our platform and allow us to provide you accurate job analytics.

Alternatively, you can enter a web link for applicants to apply externally. If a contact email and web link are both provided, then the contact email field will take priority.

Processing a payment for your listing

Once you save your listing on the account please click Pay Here tab to be re-directed to our payment portal. NZUni Talent is based at Victoria University of Wellington (VUW) and uses university's system for payments. Please note, no matter which university you selected in the job ad form the payment for the listing will be processed through VUW.

FAQ

Post Study Work Visa

International students are eligible for a Post Study Work Visa if they studied a degree level 7 or above qualification. Students can work for **any employer in any job** if they have a degree level 7 or above qualification. They can work in New Zealand for **up to three years** depending on the level of study and how long they studied in New Zealand. For more details visit [Immigration New Zealand](#) website.

We recommend including right to work requirements in your ad details so potential candidates are aware of these criteria prior applying for the job.

Keywords

Keywords allow candidates to search for relevant positions. When appropriate keywords are added to the job ad form suitable candidates are more likely to find your listing. Think about the terms job seekers will be looking for, more keywords added the better. You can add anything from skills, qualifications, disciplines, job type, company name etc.

If you need assistance with selecting keywords, get in touch and our team will be happy to help.

Best time to advertise graduate roles and internships

Graduate and Internship Programmes – recruitment season starts in February for both internships and graduate roles and some employers recruit graduating students at this time to start in February the following year.

Graduate jobs - are advertised throughout the year with seasonal peaks from **February - March, May – July** and **September – November**.

Summer internships, clerkships - **February, March** and from **July - November**.

Study related; full-time immediate start roles are advertised **throughout the year**.

[Student engagement teams](#) at each university can advise you on how and when to best engage with their students/graduates. We would also recommend reviewing the [Key Dates](#) for universities to assist you in planning your recruitment campaigns. University websites outline the programmes offered by the institutions concerned, or you could contact the teams for more information.

Additional promotion

Once your listing is published on NZUni Talent additional promotion can be arranged directly with universities. e.g., they may be able to send targeted email directly to students in the specific areas you are looking to recruit from, post on their social networks etc. Here is the [contacts list](#) if you would like to get in touch with them.

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www.nzunitalent.ac.nz



info@nzunitalent.ac.nz