

Mental Nutrition®

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www.selectioncriteria.com.au

Web Site Career Centres

- Are you intentionally using your web site to attract applicants?
- Do you convey a sense of what it's like to work in your organisation – who the people are, what opportunities are available?
- Do you make it easy for people to find the information they need to make an informed application?

If you answered 'Yes' to any of these questions, you may want to read further to check that you are using your web site and technology to full advantage.

If you answered 'No' then continue to read to identify ways to use your web site more effectively to reach one of your key target markets — potential staff.

What are the issues?

- We are repeatedly told that there is a skills shortage.
- We are also told that younger employees are attracted to organisations that offer career and professional development opportunities.
- Applicants continue to find applying for public service jobs arduous and confusing.

A recent survey by *Mental Nutrition®* of over 30 government agency web sites shows that “..very few use the employment section of their web site to full advantage.” A scan of some state and overseas government web sites shows a similar result.

Few sites surveyed use audio or video technology to provide staff profiles or career information.

Examples of audio and video profiles

ANU's Skills Soup Radio provides audio interviews on specific topics relevant to students
<https://academicskills.anu.edu.au/podcasts.php>

Smart Moves provides 'talking head' style video interviews with lower production quality
<http://smartmoves.questacon.edu.au/smartmovers/interview.asp?ID=9>

Defence provides higher production quality video interviews that mix 'talking head' with illustrative footage.

http://www.careerone.com.au/jobs/job-search/career_videos/employment-sector-videos/defence-air-traffic-controller?reset=true&vdisplay=wmv&vsspeed=low

The ABC's Acejobs web site combines video and written profiles

<http://www.abc.net.au/acedayjobs/cooljobs/profiles/s2094685.htm>

What is Web Site Career Centres?

Web Site Career Centres is a suite of services that provides organisations with specific web-based content that supports a career-focus to attracting staff.

This suite offers:

Consulting services

- Advice on developing and structuring a careers-based section of your web site.
- Advice on content options.

Production services

- Audio and video staff interviews

We work with your project manager to produce clusters of interviews to maximise time efficiency and minimise impact on work areas. On average, this could be up to 6 audio interviews per day or 3 video interviews per day.

Your project manager is:

- A go-between us and your staff
- 'talent' scout

Your 'talent' are members of staff who are:

- Articulate – able to talk in specific terms about their work
- Enthusiastic – have a passion for their work
- Confident – confident about being interviewed
- Available and committed.

Why use professionals?

The ready availability of technology tempts people into believing that non-professionals can produce a quality audio or video interview, thereby reducing costs. Using professionals with the skills in interviewing, production, and editing, using quality software and hardware, means:

- You can focus on your area of expertise while specialists take care of this work.

- Your web site material looks professional, giving credibility and enhancing your professional reputation.
- Staff are not distracted from their core responsibilities.
- The material is provided within agreed time frames so that you can manage your web site effectively.

Who is Web Site Career Centres?

Web site Career Centres is a service provided by *Mental Nutrition*®, a boutique consulting and training business specializing in employability issues.

Dr Ann Villiers is Australia's only *Mental Nutritionist*® and a sense-making expert. Her expertise is in mind and language practices that enable people to think flexibly, speak confidently and build quality connections.

She is nationally known for her book *How to Write and Talk to Selection Criteria* (4th edn.) and has trained and coached numerous groups and individuals in the art of selecting and applying for public service jobs. Ann's clients include DMO, Geoscience Australia, IP Australia, Department of Innovation, Industry, Science and Research, ACMA, Department of Defence. Her work is complemented by her specialist web site www.selectioncriteria.com.au.

Ann has radio production and presenting experience, recently produced a training DVD for selection panel and applicant training, and has interviewed a wide range of experts for her *Talking Tips* segment on <http://www.selectioncriteria.com.au/free-talkingtips.html>.

Garnett Znidaric has over 20 years experience as a journalist, cameraman and editor in radio, television and corporate video production. He has developed and refined his skills with BTV6, NRS Group, Q Audio, and the ANU's Instructional resource Unit as well as their Centre for Network Information & Publishing

Contact details

For a complimentary meeting to discuss how Web Site Career Centres can support your attraction strategy please call 02 6254 5023 or use the Contact Us facility on this web site.