



## Who Are We

Lifestyle Careers is an online recruitment job board. Our niche and specific focus is the advertising of flexible employment and work at home positions. By specialising in these groups, we provide you with access to a motivated group of job seekers throughout Australia and New Zealand who are looking to work flexibly and in less traditional ways. These people have made a decision to seek employment with elements of flexibility that will suit your unique requirements. They are driven to work for organisations with a more modern outlook.

## What Types of Jobs Can I Advertise?

You can advertise any type of job that features employment flexibility or that promotes a work life balance. We feature full time, part time, casual, job share, flexible hours, work at home jobs, temporary/contract, volunteer, home based business, self employment, and freelance opportunities.

We carefully screen each job advertisement to ensure that we are providing our job seekers with elements of flexibility and professionalism. All our jobs are approved by our Support Team before going live on Lifestyle Careers.

## Advertise on Lifestyle Careers

Lifestyle Careers will put the power of flexibility to work for your business. Traditional forms of advertising, such as print, have become expensive. Aside from the cost savings, there are a number of other key benefits to recruiting online. Using a niche online job board like Lifestyle Careers is the quickest and most cost effective way to get your vacancy in front of thousands of flexible job seekers.

Our aim for Advertisers that are open to flexible working options is to provide a talent pool of professional Job Seekers that can provide your business with the skills you need quickly. This saves you time by not having to pour through hundreds of unqualified resumes so you can then focus on hiring the best talent for your role. The end result is reduced costs and increased quality of overall recruitment efforts.

## Target Your Audience

Finding the right person for your vacancy means finding the right job board. At a time when companies are scrutinizing their spending on advertising and recruiting activities you want to maximize your job opportunities to the best candidates. That is why we are the best value to advertisers trying to assemble the best possible workforces. To get the highest return on investment you need be sure that you are choosing the right job board to reach your target audience, within budget and with coverage across a broad base of online services. When searching for jobs online, most job seekers prefer niche job boards over general job boards because these sites offer more targeted job search results and a greater variety of relevant job opportunities. The Lifestyle Careers job board provides you with high quality candidates every time. These people are not desperate job seekers - they are flexible job seekers.

## Who Will See My Job Ad?

Registered Job Seekers come from a wide range of experience, qualifications and professional backgrounds across all industries and at all stages of their careers. We attract quality, well-balanced candidates who are willing to work with you in less traditional ways.

With a heavy traffic flow of flexible job seekers visiting Lifestyle Careers on a daily basis this makes our job board one of the most effective available. Hundreds of unique visitors per day browse through the job advertisements.

## Advertising Rates

Regardless of your staffing needs or budget, Lifestyle Careers offer the best value for money in the industry. The cost is considerably less than using a recruitment agency and even less than the cost of an advertisement in a newspaper which is why Advertisers come back to us year after year.

Pricing starts at \$9.75 and increases to \$65 for a single job advertisement plus GST. Significant savings of 85% are offered to Advertisers by purchasing our Lifestyle Packages. Contact us for wholesale pricing. All of our standard job ad templates include bullet points, border, unlimited text and your logo within search results.

## Lifestyle Features

- Cross promotion on partner job board sites, leading job aggregator sites and social media networking sites. All provided free to attract passive job seekers to your advertisement.
- Resource Centre with blogs, expert articles, tools, resources, advice, calculators, useful links, access to our Lifestyle partners alliances and flexibility experts.
- Valuable statistic tool. We record how many times your advert is printed and also how many people have used our email job details and SMS to a friend facility. As an Advertiser you can log in at any time to see the statistics for any jobs you currently have posted on the system. Receive qualified applicants directly to your inbox. Your company will also receive additional exposure in our daily and weekly jobs email alerts to job seekers.
- Custom branded job ad templates – Stand out from the crowd. Lifestyle Careers makes it easy to advertise in your own brand. Feature your corporate look and feel. Enhance your standard template with graphics, photos and logos which can be produced either from your own design or by our in-house creative team.
- 3rd Party Integration. Advertisers have the option to either manually upload job ads, automatically via a Applicant Tracking Systems (ATS) or Multi-Posting Systems. Our job board is currently integrating with JobAdder. If you would like to integrate your system with our job board, please contact us.

