

Digital Strategies to Attract & Retain Educational Professionals

By Sue Ellson GK BBus MPC PCDAAS ASA WV MEdPlus

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Member



Founder



Author

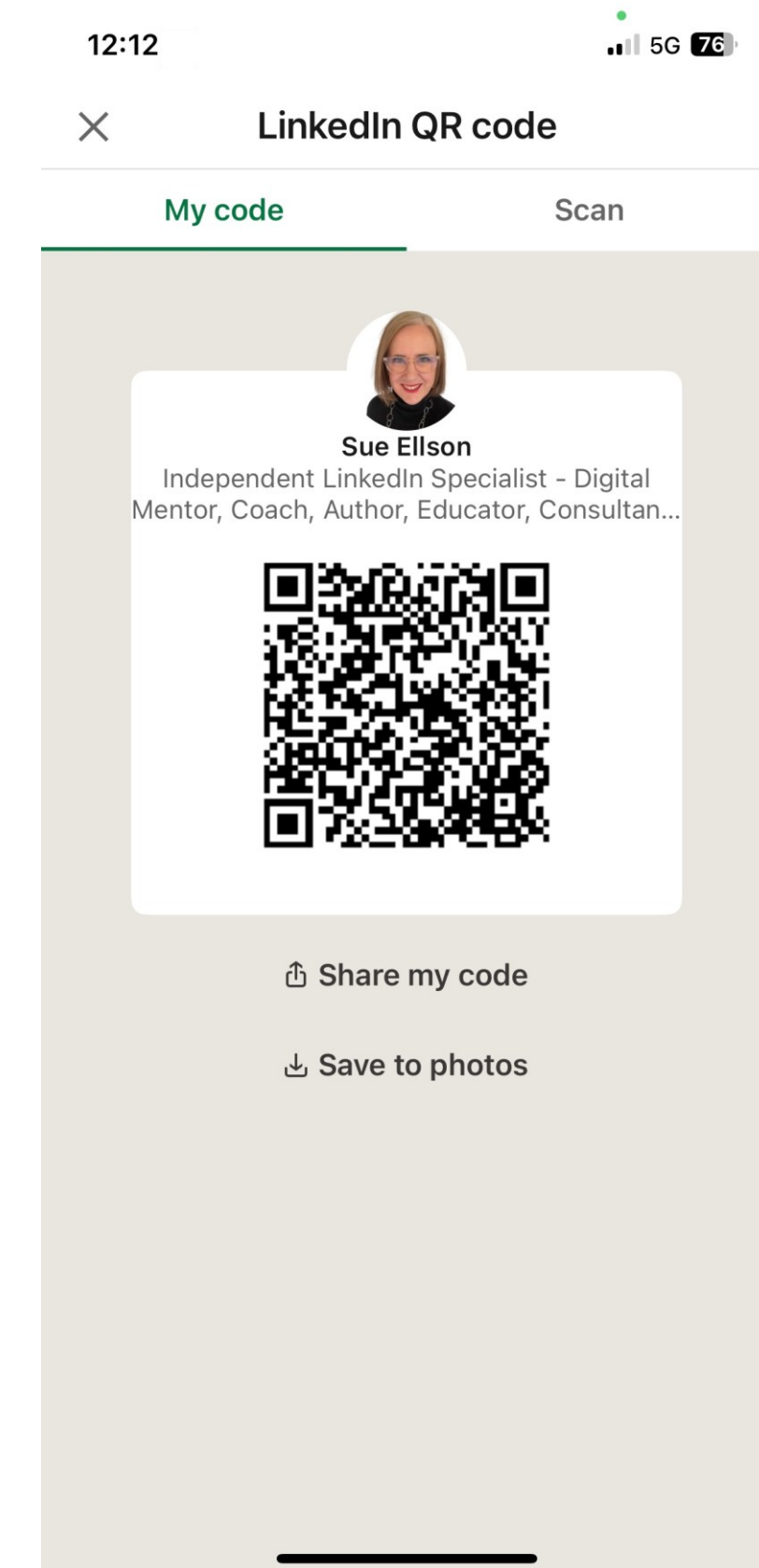


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<https://sueellson.com> and <https://www.linkedin.com/in/sueellson>

<https://sueellson.com/educate-plus-presentations-and-publications>

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Focus – digital strategies – what needs to be available online and reminders of good recruitment and selection practice

Encourage – sharing of your stories so others can learn from your experience

2025 Global Human Capital Trends

Navigating complex tensions and choices in the worker-organization relationship

Explore →

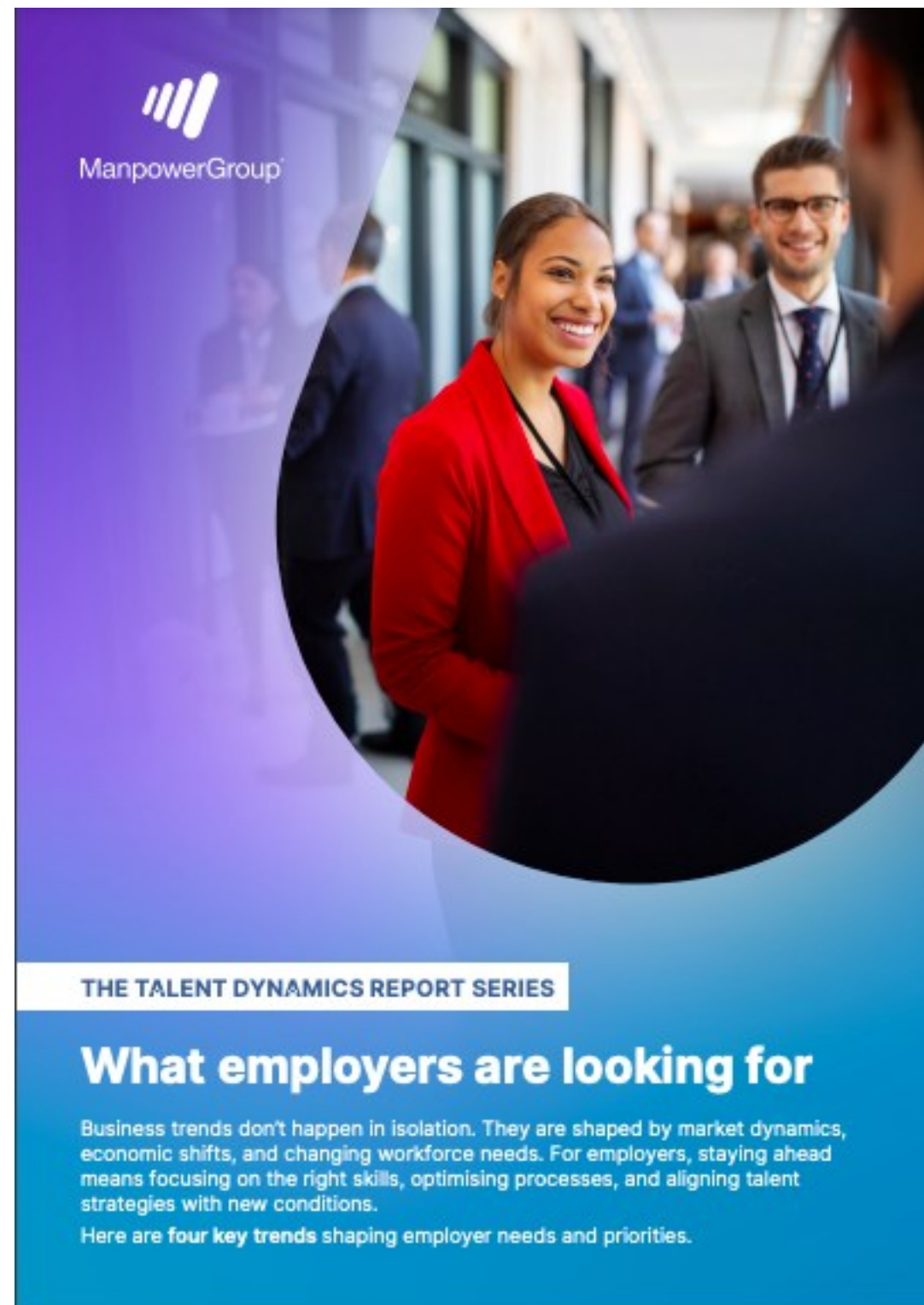


2025 Global Human Capital Trends - Navigating complex tensions and choices in the worker-organization relationship - Deloitte
<https://www.deloitte.com/us/en/insights/topics/talent/human-capital-trends.html>

- **Ensure you're considering the right data—not just the data that's easy to collect.** High-quality decisions are based on evidence, which can help drive integrity in the decision-making process. Leaders should make sure they're considering the *right* data and be forthright in when, how, and where that data will be used in the decision. Focus on metrics that measure human outcomes, such as data on skills development and employability; emotional, mental, physical, social, and financial well-being; career stability and advancement opportunities; and societal impact.⁶
- **Consider the input of multiple stakeholders, but don't get bogged down by trying to achieve consensus.** Striving for unanimous agreement can slow down the decision-making process and lead to indecisiveness. Instead, leaders should aim to balance inclusivity with decisiveness, ensuring that they make informed choices while keeping momentum going. Educating stakeholders on how decisions are made in your organization can also have an impact on how quickly you're able to take action: High-performing organizations are 22 times more likely to openly discuss strategies for how decisions will be made, nine times more likely to teach decision-making skills and capabilities, and seven times more likely to provide tools to support higher-quality decision-making than are low-performing organizations, according to Deloitte's decision intelligence research.⁷
- **Place decision-making responsibility at the right levels and involve people with the right experience.** Delegate decision-making authority to those who have the relevant knowledge and experience to make informed choices. For instance, when it comes to integrating AI into business processes, it's essential that leaders involved in these decisions have a solid understanding of AI technologies and their implications. This understanding enables them to evaluate potential benefits and risks more accurately, foresee implementation challenges, and make strategic decisions that align with the organization's goals.

2025 Global Human Capital Trends -
<https://www.deloitte.com/us/en/insights/topics/talent/human-capital-trends.html#introduction>

- Right Data
- Balance Inclusivity with Decisiveness
- Decision-Making Responsibility at the Right Levels



What employers are looking for
The Manpower Group

<https://downloads.manpowergroup.com.au/talent-dynamics-report-2025#report>

<https://3852425.fs1.hubspotusercontent-na1.net/hubfs/3852425/Talent%20Dynamics%20Report.pdf>

Key takeaways for business leaders

Hybrid working has become firmly established; however, leadership teams and employees alike are now beginning to navigate the realities of this shift and are looking at pathways to return to more traditional ways of working. This shifting workforce dynamic requires skills that cut across both face-to-face and digitally transformed workplaces. Upskilling and reskilling remain top priorities as technical advancements continue to change the way businesses operate.

How can employers make the most of these new requirements?

- #1**



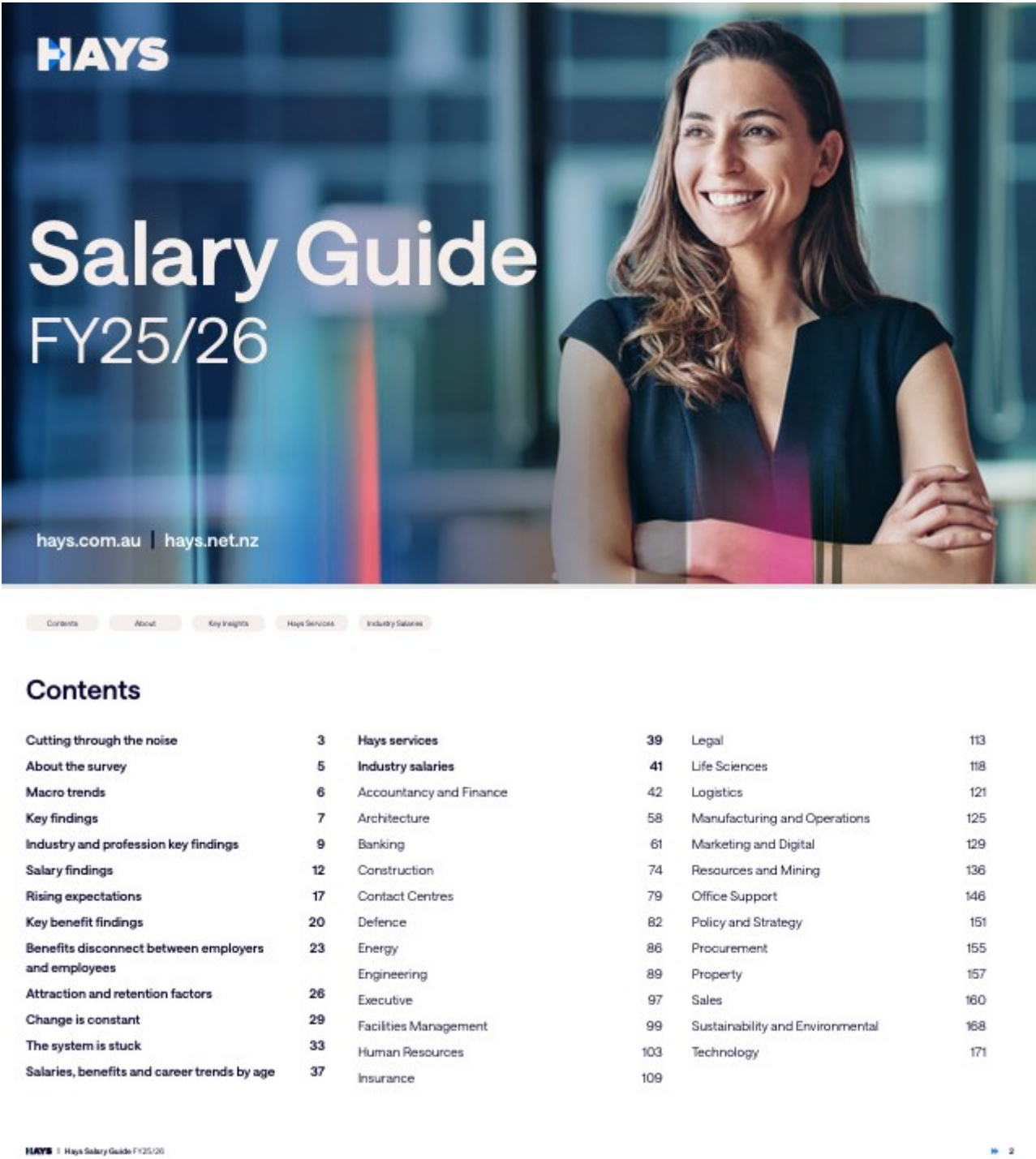
Create HR strategies that segment demographics, focusing on what your business needs from younger employees, such as the ability to learn new skills, versus more mature employees, such as a willingness to share knowledge.
- #2**



Invest in reskilling and upskilling as a continuous destination. Embed it in the corporate culture to keep your workforce future-fit and able to respond to market and technology changes.
- #3**



Prioritise culture and creating work-life balance for employees to both attract and retain top talent and drive productivity. Business is more fast-paced than ever before and productivity is crucial to remaining competitive, particularly in a hybrid environment.



2025 Hays Salary Guide

<https://www.hays.com.au/documents/276732/1102429/Hays+Salary+Guide+FY25-26.pdf>

AI – higher applicant volumes, lower quality candidates
Two thirds of professionals planning a move in the next 12 months
Matching talent effectively is becoming harder
Most valued employee benefits – flexible working and additional annual leave

Attraction and retention *factors*

Beyond benefits, there are some fundamental needs of employees that contribute to whether they consider joining, and staying with, an organisation or not. And they aren't always aligned with what the employers consider important.

While salary and benefits are a large part of what attracts job seekers, there are some fundamental aspects of work that are also important to employees. Factors that keep employees happy or make them start to look elsewhere. In this area, there is an opportunity for organisations to better understand what it is that employees are looking for. While there is alignment on many of the aspects, there are quite a few where employers over or underestimate the appeal.

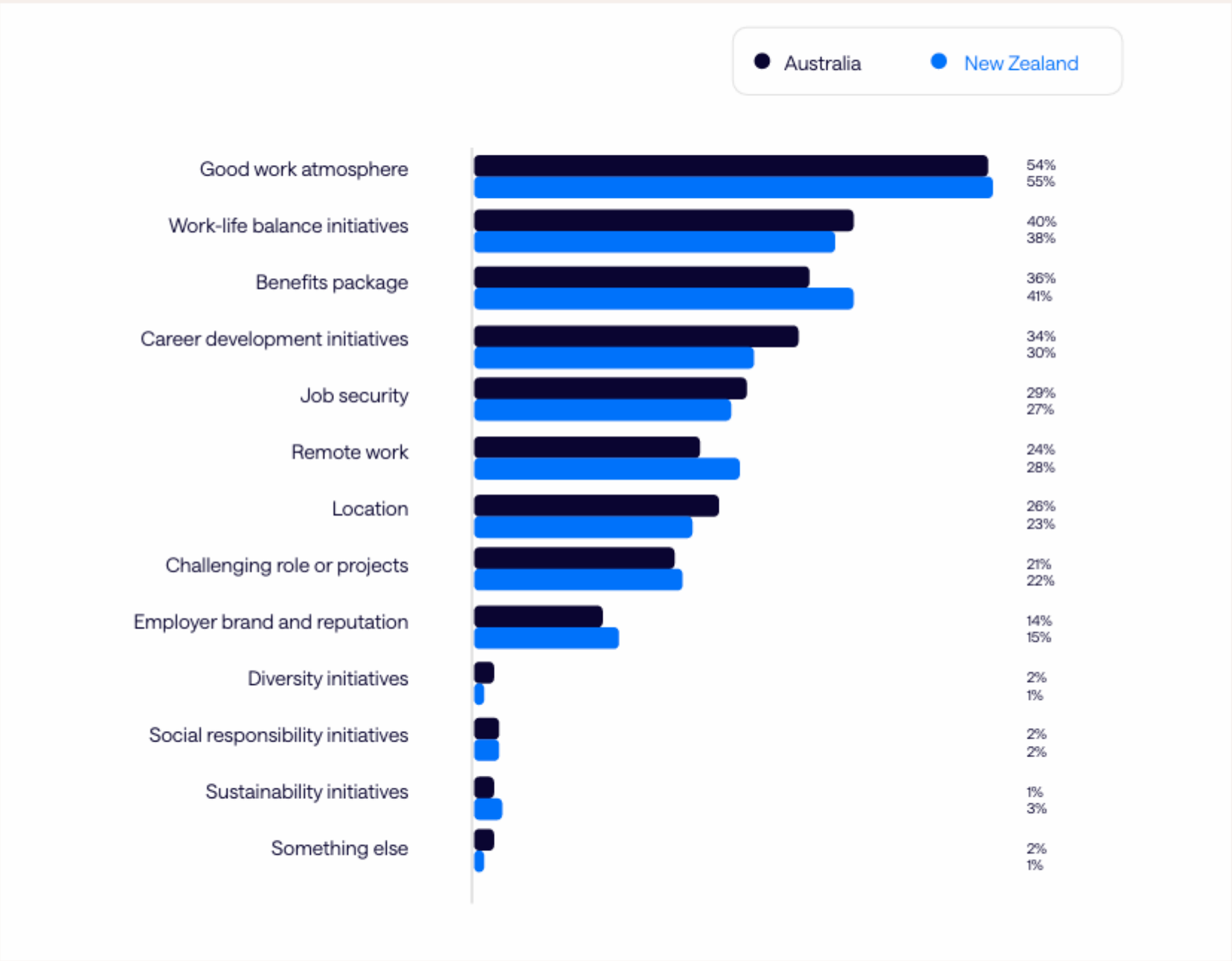
A good work atmosphere is most important to employees at 55 per cent and with employers ranking it at 54 per cent, they are almost in complete alignment. There is also close alignment between the value placed on work-life balance initiatives (employees 40%, employers 38%), benefits package (employees 37%, employers 33%), job security (employees 29%, employers 26%), and challenging roles or projects (employees 21%, employers 22%).

The gap starts to widen however when it comes to career development. While it is a major factor for employees at 33 per cent, it isn't as high as the 41 per cent weighting given by employers. Employer brand and reputation is another one that ranks highly for

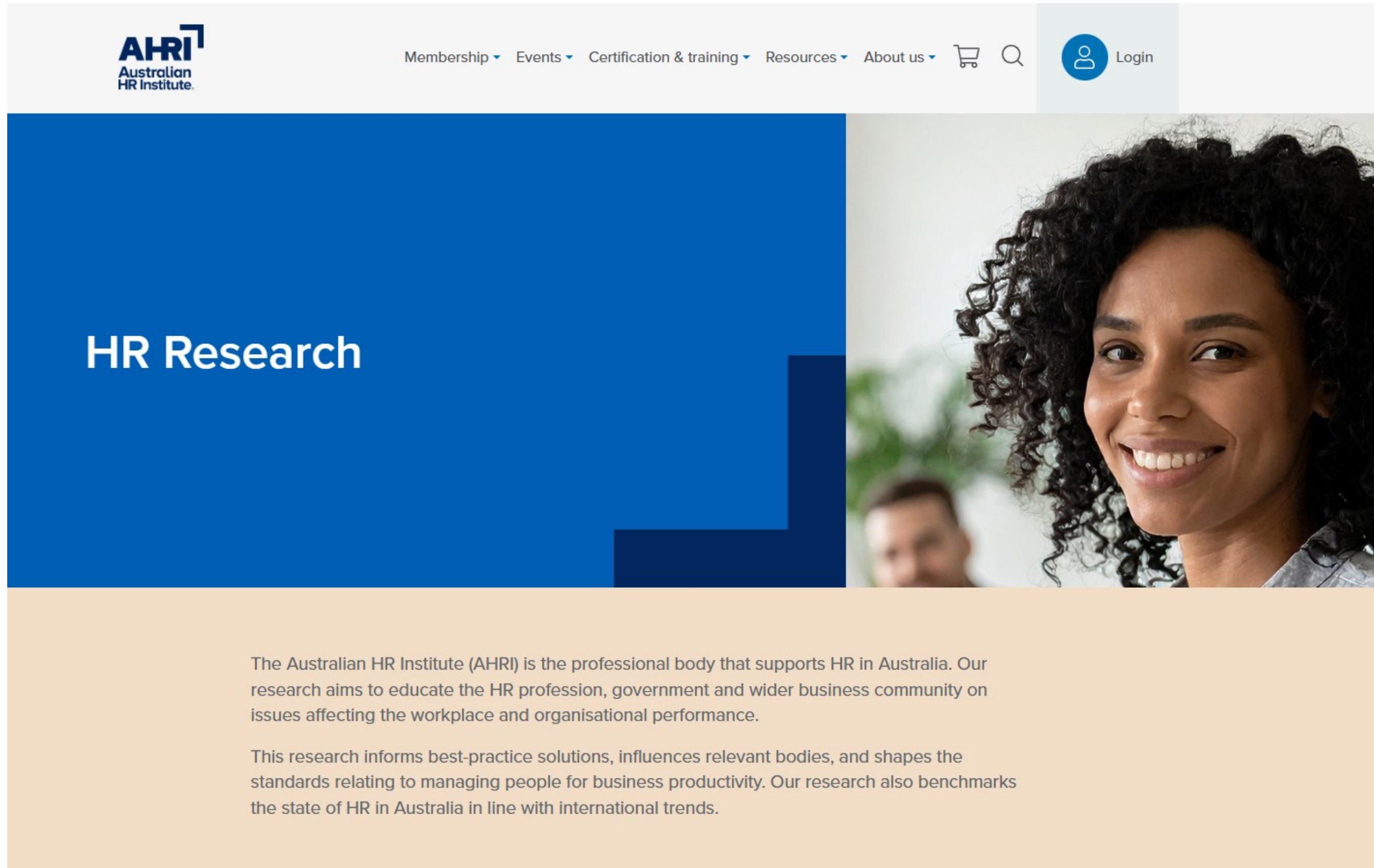
the hiring company at 26 per cent, but less so to the employee at 14 per cent. There is far more to read on this in our recent Chief People Officer Viewpoint . It may be a focus for organisations, but is it as important as they think? Or is it a factor that employees feel instinctually rather than overtly?

Conversely, hiring managers are not valuing location in the same way that employees are. Organisations put it at 17 per cent, whereas employees have it at 25 per cent.

What job seekers value beyond salary



State of the Nation – Human Resources



The screenshot shows the AHRI (Australian HR Institute) website. The top navigation bar includes links for Membership, Events, Certification & training, Resources, and About us, along with a shopping cart icon, a search icon, and a Login button. The main header features the AHRI logo on the left and a large blue area with the text "HR Research" on the right. Below this, there is a photograph of a smiling woman with curly hair. The content area below the photo is light orange and contains two paragraphs of text.

AHRI
Australian
HR Institute

Membership ▾ Events ▾ Certification & training ▾ Resources ▾ About us ▾    Login

HR Research

The Australian HR Institute (AHRI) is the professional body that supports HR in Australia. Our research aims to educate the HR profession, government and wider business community on issues affecting the workplace and organisational performance.

This research informs best-practice solutions, influences relevant bodies, and shapes the standards relating to managing people for business productivity. Our research also benchmarks the state of HR in Australia in line with international trends.

<https://www.ahri.com.au/resources/hr-research>

2025

October



Managing and Minimising Psychosocial Risks in Australian Workplaces

This research report, in partnership with Dynamic Leadership Programs Australia (DLPA), explores the most common psychosocial hazards, the impact of recent legislative changes, and the practical steps organisations are taking to manage psychosocial risks. It offers benchmarking data, insightful case studies and actionable strategies to help HR professionals and business leaders to support employee wellbeing and enhance organisational performance.

DOWNLOAD REPORT →

September



AHRI's Quarterly Australian Work Outlook - September 2025

The tenth instalment of the series shows employment confidence at a new high, with the *Net Employment Intentions Index* climbing to +48 (up from +38 in June) — the highest since the Australian Work Outlook surveys began in 2023. Recruitment is robust across sectors, with two-thirds of employers planning to hire this quarter. While some anticipate redundancies, strong recruitment activity is expected to offset job losses.

DOWNLOAD REPORT →

July



Older and Younger Workers: What Do Employers Think?

In its fifth collaboration with the Australian Human Rights Commission (AHRC), AHRI presents a new report providing valuable insights into the evolving employment climate for both older and younger workers in Australia. This year's edition broadens its focus to explore generational attitudes in the workplace, examining how workers at both ends of the age spectrum are perceived and supported across Australian organisations.

DOWNLOAD REPORT →

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<https://www.ahri.com.au/resources/hr-research>
<https://www.ahri.com.au/wp-content/uploads/AHRI-WorkOutlook-Report-2025-Q3.pdf>

2023 Salary and Conditions Report



What can you expect today?

- The **Survey** – create context
- **Salaries** across our membership
 - Have salaries increased since 2021?
 - The gender pay gap
 - Which roles have the highest median salary and where can more work be done?
- **Conditions and benefits**
 - Working hours
 - What benefits are commonly applied?
- **Resourcing**
 - Are resources appropriate and are they increasing?
- What are the biggest **challenges** for our profession?
- The really good news! What is Educate Plus doing to address your needs?



Jobs Board <https://www.educateplus.edu.au/jobs-board>

Educate Plus 2023 ‘Salaries and Conditions’ survey (2026 coming soon)

<https://www.educateplus.edu.au/resource/salary-conditions-survey>

<https://www.educateplus.edu.au/wp-content/uploads/2024/05/2023-Salary-and-Conditions-Report-Final-Members.pdf> Code EPSS2023

Median base salary for Advancement professionals in Australia \$107,500

If there was one thing you could change about working in the Advancement profession, what it would be?

	N	%
More respect/understanding from teachers/colleagues	59	23.1%
Improved understanding/appreciation of advancement by Board/leadership	44	17.3%
Better resourcing	36	14.1%
Improved pay/conditions	32	12.5%
Nothing	15	5.9%
Representation of Advancement in the Executive Team	15	5.9%
Flexible working/working from home	9	3.5%
More time	7	2.7%
More/better/different training	6	2.4%
Improved gender balance in the profession	2	0.8%
Reduced turnover	1	0.4%
Other	24	9.4%
Unsure	5	2.0%
Grand Total	255	

* Responses were free text and recoded into categories

State of the Nation - Practice

[Hiring Advice](#) > [Attracting candidates](#) > [Salary and benefits](#) > Why it's important to include salary in your job ads



[Salary and benefits](#)

3 min read · Written by [SEEK](#)

Why it's important to include salary in your job ads



Did you know that most candidates find it frustrating when salary isn't included in a job ad? Find out why including a salary in your job ad not only improves the candidate experience by also helps your ad attract more relevant applications.

There are many reasons why businesses may choose to not include a salary in their job ad, however there are clear benefits for hirers who list a salary or salary range. Salary information is incredibly important to candidates, with data revealing that job ads on SEEK that show a visible salary receive on average 36% more applications than those that don't.

Research also shows 72% of candidates find it frustrating when salary isn't included in a job ad. SEEK's [Laws Of Attraction](#) also shows that salary is one of the top three drivers of attraction to a role, along with work-life balance and working environment, across all industries.

Include Salary – 36% more applications

72% applicants find it frustrating if salary isn't included

Job ads on SEEK that include a salary and are offering more than the market average, receive up to 83% more applications than job ads that don't show a salary.

<https://talent.seek.com.au/hiring-advice/article/why-its-important-to-include-salary-in-your-job-ad>

25% simply won't apply without a visible salary

<https://talent.seek.com.au/hiring-advice/article/salary-in-a-job-ad-you-could-actually-benefit>

Laws Of Attraction | Find out what Australian candidates want

Uncover the drivers that attract candidates to a role

Explore drivers by
Industry

Select up to two options
Please select

Get the drivers

Welcome to Laws Of Attraction

Attracting top talent can be complex. Understanding the factors candidates care about can make it simpler – and give you a competitive edge.

Laws Of Attraction is an interactive data tool designed to help you uncover the drivers that attract candidates to a role. From salary to flexible work, we'll help you understand what people really value when they look to join or stay with a business or organisation.

Browse drivers of attraction by industry, age, gender, seniority and work type – then compare results across a variety of factors.

Based on a large, ongoing survey of more than 14,000 candidates, it gives you access to uniquely local intel, with all new data for 2024. [Learn more about the research.](#)

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To uncover the intel you need,

Seek – Laws of Attraction
<https://www.seek.com.au/loa>

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Laws Of Attraction

Find out what Australian candidates want



Select filters to uncover deeper insights about Australian candidates.

Explore drivers by

Industry

Select up to two options

Education & Training

Filter by

Location

Select up to two options

NSW ACT

Apply Clear all

Need useful information fast?
Download a snapshot of the top drivers for these candidates.

Export PDF

 Job ad tip

Attract the right candidates with the right drivers. Here's how to **include**

Welcome to the Laws Of Attraction data lab

View the video for tips on how to use this tool and how to apply the insights to attract candidates

Read the FAQs



Showing results that match Education & Training, NSW, ACT

Results are based on 218 respondents from a total of 14,717 candidates surveyed January 2023 - February 2024.

About these candidates

Gender

Female	78%
Male	22%
Gender diverse, Self described	0%

Age

18 to 24	9%
25 to 34	23%
35 to 44	26%
45 to 54	23%
55 to 64	17%
65 to 74	3%

Location

City / large town	89%
Small town / rural	11%

Seniority

Graduate	6%
Junior	28%
Mid Level	39%
Senior	27%

Income (annual)

Under \$52k	36%
\$52k to \$103k	40%
\$104k to \$155k	18%
Over \$155k	6%

Education

Year 12 or below	11%
Diploma, certificate or trade qualification	22%
Degree	34%
Postgraduate	33%

Place of birth

Born in Australia	60%
Born elsewhere	40%

Children in household

Yes	44%
No	56%

Seek – Laws of Attraction

Education and Training

NSW and ACT

[https://www.seek.com.au/loa/datalab?drillDown=LOCATION&drillDownOptions=NSW ACT&driver=INDUSTRY&driverOptions=Education%20%26%20Training](https://www.seek.com.au/loa/datalab?drillDown=LOCATION&drillDownOptions=NSW%20ACT&driver=INDUSTRY&driverOptions=Education%20%26%20Training)

Results are based on 218 respondents from a total of 14,717 candidates surveyed January 2023 - February 2024

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State of the Nation - Practice

Drivers that attract these candidates

These are the drivers candidates consider when looking at roles. Drivers are ranked with the most important driver at the top. Expand each driver for more detail.



Recruitment Process – Prepare, Process, Decide

- **Acknowledge**
 - that schools are not wanting to ‘poach’ from other schools but may have used recruiters in the past as a last resort
- **Have your team received training in the area of recruitment?**
 - to ensure a fair and equitable process and are aware of unconscious bias
- **Have you developed a consistent approach for all new hires?**
 - invite, review, sort, interview, assess, inform
- **Do you have any internal data on the most successful past hires?**
 - sources, performance, retention rates, cost (perhaps time < budget but what actually works?)
- **Do you ask for feedback and review your recruitment and selection strategies every 2-3 years?**
 - interview successful hires and measure total spend in both cost and time (Ideally recruiters > 3 years experience)
- **What is the relationship like between your team and the colleagues the candidate will work with?**
 - clear expectations and communication with consistent messaging
- **How timely are all of these stages completed?**
 - do you have systems and processes that continually improve efficiency and time to hire?

- **General**

- website only identity school owns
- does it reflect the working vibe?
- are all details correct and accessible?
- do you have a Home, About, Contact and Privacy Policy Pages?
- has it been search engine optimised, in particular for suburbs close to you? (Working Close To Home)
- are you aware of AI scraping tools collecting data from your website (not necessarily from socials content)
- is the content on your website mobile-friendly (lots of white space, bullet points, one sentence = one paragraph)
- are your other listings with your website on it correct and include all campus locations?
- is there a Principal's message but also other staff's content on the website or YouTube Channel?
- have you considered creating individual pages on the school website for each staff member?
(for example <https://spectrumanalysis.com.au/about-us/team> - helps profile the school whenever a person is Googled)



- **Social**

- do all of your socials reflect an aspect of the staff at the school (teaching and non-teaching)?
- have all profiles been updated recently (for consistent logos, tag lines, links)?
- do staff and parents and caregivers Follow these profiles?
- do staff engage with these profiles (reactions and comments) for Employee Advocacy?
- do you have any staff related ‘series’ short form content? (e.g. #behindtheblackboard)
- are all staff aware of and informed about the School’s Online / Social Media Policy?
- how up to date is your own LinkedIn Profile? People will check you out during the recruitment process!



- **Careers**

- are all job vacancies listed on individual pages of your website with their own URL?
- is the information re-used when re-hiring?
- do you have a consistent format for sharing each role?
- do you have a strategy for sharing roles in your school newsletter, local publications etc?
- does your main Careers page discuss the process involved for all applicants?
- do you recommend that people follow your school on social media when applying?
- are you providing a clear focus on ‘essential’ skills rather than ‘desired’ skills?
- are you listing some of the extra features your school may have on the main careers page and individual job pages?
- does each job page have a featured image and a single video?



- **Careers – discussion – what are some of the benefits your school offers?**
 - Four Day Work Week
 - Flexible Start and Finish Times
 - Onsite Parking and/or Access to Transport
 - Paid Professional Development Per Year
 - Professional Membership Subscriptions
 - Peer Mentoring Program
 - Career Development
 - Special Leave Days including faith-based celebrations
 - Discussion around faith and values expectations
 - Facility Hiring or Access to School Facilities
 - Extra Superannuation or Salary Sacrificing Options



EXAMPLE TO DISCUSS – what else? Remember essential skills, keywords, benefits, salary

SMSF Accountant

Reporting to the Manager – SMSF Specialist Services, the successful candidate will be at the early stages of their professional career looking to improve their professional knowledge, skills.

This position offers exposure to a broad range of SMSF services and the potential to become a respected SMSF expert.

Professional Skills

- superannuation technical knowledge in relation to accounting, taxation and compliance
- preparation and dispatch of BAS/IAS and PAYG summaries
- SMSF data processing and accounts completion
- daily handling of client queries
- liaising with clients' professional advisers, auditors, ATO and other external and government bodies as required
- diligent and effective record keeping especially in communicating with clients meet tax and compliance deadlines

Personal Skills

- an excellent attitude for contributing to innovation and change
- aware of the flexibility, strategies and control available through SMSFs
- ability to work as part of a cohesive team
- excellent written and verbal communication skills
- high level of attention to detail and ability to work autonomously
- effectively communicate and network with the business owners, manager, clients, referral professional partners and external service providers
- right to work in Australia

Technical Skills

- Accounting degree
- Two+ years' experience in SMSFs within a public practice
- BGL360 (superannuation specialist software)
- CAS360 (corporate registration to ASIC)
- Advanced MS Excel skills
- Good MS Office skills
- Customer Relationship Management (CRM) knowledge for a new implementation
- Accounting software – Quickbooks, Xero Practice Manager, MYOB
- Microsoft 365 and MS Sharepoint

Benefits

- competitive salary commensurate with relevance to the position
- opportunities for professional development
- paid training and education support
- professional fee subsidies
- subsidised parking
- located in Camberwell, close to all forms of public transport and local shops, supermarkets, coffee shops and restaurants

About Moneta

Established in 2010, Moneta Super is a boutique SMSF administration business conveniently located in Camberwell, Melbourne, Victoria.

The operating team is comprehensively and actively supported by the three owners of Moneta Super especially in services development, professional development, marketing and technology.

For more information, please visit <https://www.monetasuper.com.au>

<https://www.linkedin.com/jobs/view/2785244718>

- **LinkedIn**

- are ALL of the sections on your SCHOOL page (not Company Page) completed?
- If you need to convert from a Company Page to a School Page, ask an Admin to complete

<https://www.linkedin.com/help/linkedin/ask/CP-primary>

- which version are you paying for?

- > Careers or Business (Personal)

- > Premium Company Page

- > Recruiter Lite

- > Recruiter

- Ask yourself – are your potential hires on LinkedIn or active on LinkedIn?

An ad or message may reach them but they may not see it or respond in time.

You can connect and then email or call but need to allow extra time as well.



LinkedIn Careers or Business

Career

Current plan

Get hired and get ahead

A\$54.99* / month or A\$299.88 / year (you've saved 55%)

Keep plan

Top differences

✓ InMail credits 5 per month

✗ Unlimited People Browsing

Find and contact anyone

✓ See Who's Viewed Your Profile from the last 365 days

✓ Open Profile

Exclusive insights to get ahead

✓ Top Applicant Job recommendations

✓ Company insights

✓ Resume insights

Stay up-to-date on the latest skills

✓ 22,000+ LinkedIn Learning courses

✓ Full access to Interview Preparation tools

Business

Recommended

Grow and nurture your network

A\$74.99 A\$37.49* / month for 1 month or A\$599.89* / year

Upgrade plan

Top differences

✓ InMail credits 15 per month

✓ Unlimited People Browsing

Find and contact anyone

✓ See Who's Viewed Your Profile from the last 365 days

✓ Open Profile

Exclusive insights to get ahead

✓ Top Applicant Job recommendations

✓ Company insights

✓ Resume insights

Stay up-to-date on the latest skills

✓ 22,000+ LinkedIn Learning courses

✓ Full access to Interview Preparation tools

<https://www.linkedin.com/premium/switcher>

Career \$54.99pm - \$299.99pa

Business \$74.99pm - \$599.89pa

LinkedIn Premium Company Page



Creating the future together

Expand your company's reach and grow your Page followers faster

Auto-invite engaged prospects

Save time by automatically inviting prospects who have engaged with your content to follow your Page.

Invite followers of similar Pages

Attract future business by expanding your reach to prospects who follow similar Pages, even if you aren't connected with them.

Increase your Page's reach across LinkedIn

Get featured in exclusive Premium placements and increase your Page's visibility across LinkedIn.

6.7x

Premium helps you grow your LinkedIn Company Page followers **6.7x faster.**

Source: LinkedIn data (July 2024)

Stand out with enhanced credibility

Help establish trust with a custom testimonial

Enhance your business's reputation by displaying a customer testimonial on your Page.

Highlight your business's strengths

Display achievements, recent awards, and highlights that set you apart prominently on your Page and within search results.

Signal credibility with the Premium badge

Leverage the exclusive gold Premium badge on your Page to exhibit credibility and establish trust.

Attract and engage more prospects

See who's visited your Page

Identify new clients and gain insights by seeing who's visited your Page.

Drive action with a custom button

Get more engagement with a custom call to action button featured across your Page header, your Page posts, and in search results.

Get more requests for your services

Access up to 30 more service matches each month from people interested in services like yours.

<https://premium.linkedin.com/small-business/company-page>

\$839.88 USD per annum as at 20/10/25

LinkedIn Sales Navigator versus Recruiter Lite



Sales Navigator Core	Recruiter Lite
Unlock sales opportunities	Find and hire talent
A\$1,499 A\$77.50* / month for 1 month or A\$1,499.88* / year	A\$224.99* / month or A\$2,159.88* / year (save 20%)
Upgrade plan	Upgrade plan
Top differences	Top differences
✓ Sales Navigator InMail credits 50 per month ✓ Sales Navigator platform ✗ Recruiter Lite platform ✓ Unlimited People Searching ✓ Find the right leads and accounts with advanced search ✓ Save time with lead and account recommendations ✗ 20+ advanced search filters ✗ Candidate recommendations daily	✓ Recruiter Lite InMail credits 10 per month ✗ Sales Navigator platform ✓ Recruiter Lite platform ✗ Unlimited People Searching ✗ Find the right leads and accounts with advanced search ✗ Save time with lead and account recommendations ✓ 20+ advanced search filters ✓ Candidate recommendations daily
Find and contact anyone	Find and contact anyone
✓ See Who's Viewed Your Profile from the last 365 days ✓ Open Profile ✓ Save leads and accounts to track their activity ✓ Access to your 2nd and 3rd degree network ✗ Candidate search alerts ✗ Search with smart suggestions ✗ Personalized outreach with saved templates ✗ Post a free job ✗ Projects for organization and tracking	✓ See Who's Viewed Your Profile from the last 365 days ✓ Open Profile ✗ Save leads and accounts to track their activity ✓ Access to your 2nd and 3rd degree network ✓ Candidate search alerts ✓ Search with smart suggestions ✓ Personalized outreach with saved templates ✓ Post a free job ✓ Projects for organization and tracking
Exclusive insights to get ahead	Exclusive insights to get ahead
✗ Job analytics to enhance your recruiting strategy ✓ Top Applicant Job recommendations ✓ Company insights ✓ Resume insights ✓ Sales opportunities with real-time lead and account alerts	✓ Job analytics to enhance your recruiting strategy ✓ Top Applicant Job recommendations ✓ Company insights ✓ Resume insights ✗ Sales opportunities with real-time lead and account alerts
Stay up-to-date on the latest skills	Stay up-to-date on the latest skills
✓ 22,000+ LinkedIn Learning courses ✓ Full access to Interview Preparation tools	✓ 22,000+ LinkedIn Learning courses ✓ Full access to Interview Preparation tools

Sales Navigator A\$154.99pm A\$1,499.88pa

Recruiter Lite A\$224.99pm or A\$2,159.88pa

Recruiter Choices (LinkedIn Recruiter appears to be around \$9,000 per person)

<https://www.linkedin.com/help/linkedin/answer/a417251/differences-between-recruiter-and-recruiter-lite>

<https://business.linkedin.com> – to speak to sales

Platforms Discussion – Seek, Indeed, LinkedIn, Other

- **Seek**

- Founded in Melbourne, Australia in 1997, SEEK is a multinational technology company with over 3,000 employees and is listed on the Australian Securities Exchange. <https://www.seek.com.au/about>
- well known as a ‘destination’ site for job seekers – but remember that up to 90% of jobs are not advertised
- can create a Job Seeker Profile (people may not want to) <https://www.seek.com.au>
- Job Seekers can create a Verified Profile and have their Credentials verified <https://seekpass.co/au>
- Employers can create Ads or use Talent Search – remember to fill in your Employer Details <https://talent.seek.com.au>
- Lots of additional resources and information for Employers <https://talent.seek.com.au/hiring-advice>
- Additional Market Insights <https://talent.seek.com.au/market-insights>
- Any other perspectives?



- **Indeed**

- Established in 2004, Indeed, Inc. is an American multinational employment website for job listings and independent subsidiary of Japan-based company Recruit Holdings. It is headquartered in Austin, Texas, and Stamford, Connecticut, the and claims it is the ‘world’s #1 job site and a leading job matching and hiring platform.’
- well known as an ‘aggregator’ site of job ads from other platforms
- comprehensive list of trending searches, trending jobs, popular cities and popular companies <https://au.indeed.com>
- Hiring Lab Economic Research <https://www.hiringlab.org/au/> - can subscribe
- Benefit of international size and input from multiple transactions
- Any other perspectives?



- **LinkedIn**

- Launched in 2003, LinkedIn is the world's largest professional network with more than 1 billion members in more than 200 countries and territories worldwide and was acquired by Microsoft in 2016.
- well known as a ‘networking’ and ‘research’ tool but is also a good ‘publishing’ platform
- previously resume and job ads, now skills-based platform
- most people do not complete their LinkedIn Profile in detail
- many job ads attract ineligible candidates from overseas or unsuitable candidates
- advertising can be very expensive and still not ‘reach’ suitable candidates
- can do searches for People and also Services but limited to a maximum number of searches
- Any other perspectives?



Platforms Discussion – Seek, Indeed, LinkedIn, Other

- **Other**

- Educate Plus Jobs Board <https://www.educateplus.edu.au/jobs-board>
- I work for NSW (public) <https://iworkfor.nsw.gov.au>
- Independent Schools Australia <https://isa.edu.au/our-sector/about-independent-schools/careers-at-independent-schools>
- Workforce Australia <https://www.workforceaustralia.gov.au/businesses>
- anzuk Education <https://anzuk.education/au>
- Teachers On Net <https://teacherson.net>
- Teaching Jobs <https://www.teachingjobs.com.au>
- Jora partners with Seek and allows free job ad <https://au.jora.com>
- MyFuture information for specific careers <https://myfuture.edu.au> (great for keywords and job specific information)
- RCSA is the peak body for the recruitment, staffing & workforce solutions industry <https://rcsa.com.au>
- Any others you have found helpful?

Platforms Discussion – Seek, Indeed, LinkedIn, Other

- **Google Advanced Search** https://www.google.com.au/advanced_search
 - unlimited searches, direct approach, reach out to people who can provide referrals to suitable candidates



Advanced Search

Find pages with...

all these words:

"geography teacher" and "north sydney" and "college"

this exact word or phrase:

any of these words:

none of these words:

numbers ranging from:

to

To do this in the search box.

Type the important words: tri-colour rat terrier

Put exact words in quotes: "rat terrier"

Type OR between all the words you want: miniature OR standard

Put a minus sign just before words that you don't want: -rodent, -"Jack Russell"

Put two full stops between the numbers and add a unit of measurement: 10..35 kg, £300..£500, 2010..2011

Then narrow your results by...

language:

any language

Find pages in the language that you select.

region:

any region

Find pages published in a particular region.

last update:

anytime

Find pages updated within the time that you specify.

site or domain:

linkedin.com

Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov

terms appearing:

anywhere in the page

Search for terms in the whole page, page title or web address, or links to the page you're looking for.

file type:

any format

Find pages in the format that you prefer.

usage rights:

not filtered by licence

Find pages that you are free to use yourself.

Advanced Search

Onboarding – Before, On Arrival, Within First Month

- **Onboarding**
 - **Before starting**
 - direct contact and confirmation of success in writing
 - invite to Follow all social media profiles and click Notification Bell to curate Newsfeed
 - invite to read and review School's Online / Social Media Policy
 - **On arrival**
 - invite to update LinkedIn Profile according to your School's recommendations
 - introduce to social media team and gain direct briefing on how can support school's online presence
 - add new school email address to back end of LinkedIn (to prevent creating a duplicate LinkedIn Profile)
 - **Within first month**
 - connect with at least 10 new colleagues at the school on LinkedIn
 - invite to endorse colleagues for their Skills listed on LinkedIn
 - encourage to consider sharing some content relevant to their expertise on their LinkedIn Profile (or announce new role)

- **During Tenure**

- **Employee Advocacy**

- encourage ongoing engagement (reactions and comments) with School Online / Social Media Content

- **Career Development**

- invite to join the local library and then complete ‘LinkedIn Learning’ course/s for free and add to LinkedIn Profile

<https://learning.linkedin.com>

- invite to visit Massive Open Online Courses (MOOCs) complete relevant course/s and add to LinkedIn Profile

<https://www.mooc.org>

- invite to create collaborative content for sharing on socials (on LinkedIn, can include a Poll or a PDF summary)
- encourage to find and connect with other professionals in similar roles on LinkedIn both locally and internationally
- ensure they add any professional memberships in both ‘Licenses and Certifications’ as well as ‘Organizations’ on LinkedIn
- encourage Accountability Partnerships or Mentoring Relationships to develop online publishing skills
- invite to create their ownnamewebsite.com where they can share all of their skills and expertise online

Offboarding – Update LinkedIn Within One Month

- **Offboarding**

- encourage them to fully update their LinkedIn Profile, in particular for the role that they have just completed
- encourage to mention end date of role on LinkedIn within one month of departure date
- invite to connect with any other colleagues on LinkedIn they have enjoyed working with immediately
- encourage them to provide Skill Endorsements for their most recent colleagues on LinkedIn
- encourage them to give and ask for Recommendations for their LinkedIn Profile (unless there is a performance issue)
- encourage them to leave their Email Address on their LinkedIn Profile but change their Primary Email Address on LinkedIn
- provide guidance on how they can celebrate their achievements at the School with a social media post (provide a content structure and create an approved image for this purpose)
- goal is to leave the school with a good impression and encourage future referrals and recommendations

<https://sueellson.com/blog/what-to-do-on-linkedin-when-your-job-role-ends>

Summary – Of main recommendations

- **For Recruitment Overall** – Ensure all recruitment staff are well trained and that communication is clear with decision-makers
- **For Each Role** – Add a Page to the School Website with ALL of the details for the role, including ALL benefits and one video
- **For Each Job Advertisement** – Include all essential skills, keywords (for searches), various benefits and salary
- **For Each Search** – Imagine where your candidates can be found or are looking for the role, spend more time networking and asking for referrals for candidates living nearby and include the specific website link for each role and do not rely exclusively on advertisements or recruiters to find suitable candidates – more time searching, less time sorting
- **For Each Selection** – Ensure that all of your selection processes are completed in a consistent and timely way and that you encourage candidates to follow the school on social media for future referrals. Always look for ways to improve
- **For Each New Staff Member** – Ensure that their online presence is updated and that they connect and engage online
- **For Each Existing Staff Member** – Ensure that they are aware of the School's Online / Social Media Policies and keep up to date
- **For Each Departing Staff Member** – Ensure that they update their presence but remain connected in a positive way

Stay Connected – To Educate Plus

- <https://www.facebook.com/EducatePlus> 1K/1.1K/1.1K Followers
- <https://www.instagram.com/educateplus> 311/389/448 Followers
- https://x.com/Educate_Plus 483/465/452 Followers
- <https://www.linkedin.com/school/educateplus> 3K/3K/3,720 Followers
- <https://www.youtube.com/@educateplus4819> 9/11/11 Subscribers 11/11 Videos
- <https://vimeo.com/educateplusvideo> 95/97/102 Videos

- *2024/2025 numbers

Facebook Reviews <https://www.facebook.com/EducatePlus/reviews> 6 - perhaps you would like to add one!

Presenter Details – Sue Ellson

- **120 Ways Publishing**

Training, Consulting, Writing

LinkedIn, Careers, Business, Social Media, Hyper Local Marketing

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Thank You!

