

# Achieving results with recruitment advertising

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**phn**  
HUNTER NEW ENGLAND  
AND CENTRAL COAST  
An Australian Government Initiative

**The single biggest mistake.....**

“What’s in it for me?”

vs.

“Are you good enough?”

**The single biggest mistake.....**

“What’s in it for me?”

vs.

“Are you good enough?”

And: new information creates new behaviours.....

# The focus this evening

1. Think about what you're actually advertising
2. Writing ads
3. Websites and website content
4. Video
5. Social media (otherwise known as free advertising)
6. Recruitment is a retention problem

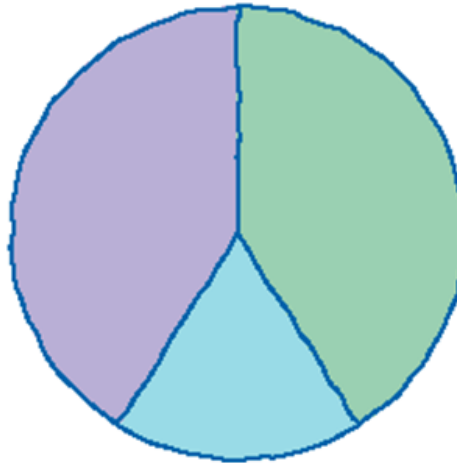
# You're advertising an *experience*, not a *thing*

## What motivates talent?

Percentage of top 200 executives rating factor absolutely essential

### Great company (brand)

Values and culture	58
Well managed	50
Company has exciting challenges	38
Strong performance	29
Industry leader	21
Many talented people	20
Good at development	17
Inspiring mission	16
Fun with colleagues	11
Job security	8



### Great jobs (products)

Freedom and autonomy	56
Job has exciting challenges	51
Career advancement and growth	39
Fit with boss I admire	29

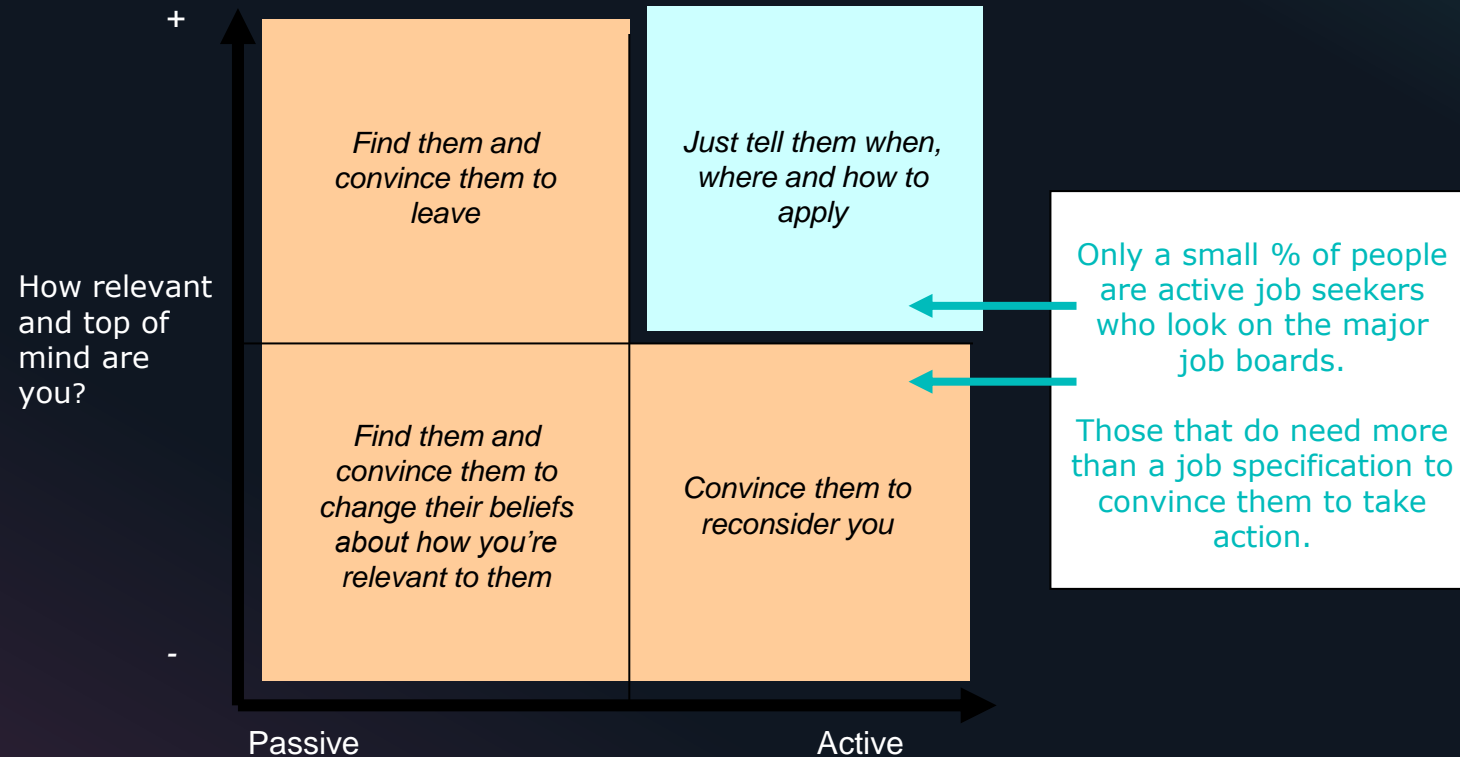
### Compensation and lifestyle (price)

Differentiated compensation	29
High total compensation	23
Geographic location	19
Respect for lifestyle	14
Acceptable pace and stress	1

# You're advertising an *experience*, not a *thing*

Table 2. Most frequent themes for maintaining job satisfaction by gender			
Themes	Women n=180 (%)	Men n=143 (%)	Characteristic quote
Variety	67 (37)	42 (29)	'The tidal wave of humanity that surges through my door bringing with it all the myriad ailments and intricacies of human life'
Culture of practice	65 (36)	28 (20)	'An organised practice with good computer system, staff and principal support'
Longitudinal care	59 (33)	34 (24)	'Longevity in managing families and individuals, getting to know them as people and being privileged to be included and valued in their lives'
Flexibility/freedom to work as choose	56 (31)	25 (17)	'Keeping workload to a manageable level'
Belief in the value of the work	49 (27)	32 (22)	'Ability to make a difference to someone else's life'
Patient contact	43 (24)	24 (17)	'Daily contact with people' 'The insight into human nature that cannot be matched by a 1000 novels'
Intellectual stimulation	40 (22)	30 (21)	'It is still challenging' 'The intellectual and practical challenge to solve/assist with people's medical problems'
Patient appreciation	40 (22)	24 (17)	'Moments of patient gratitude'
Remuneration	39 (22)	32 (22)	'Receiving an income for an interesting and diverse job'
Altruism	29 (16)	18 (13)	'Feeling of caring for the elderly, children'

# Why this messaging focus is important



# Writing ads

General Practitioner - Cherrybrook - 70%/\$150 p hr  
Experienced FRACGP desired for Full Time.

An exciting opportunity awaits a caring and dedicated General Practitioner to join a hard working team within the Hills district. Clinic hours are weekdays 8am to 6pm and weekends 9am to 1pm. Option to work 8 to 5 or 9 to 6. Full nursing and practice support.

We are looking for General Practitioners who are dedicated to providing high quality care with a view to forming a lifetime relationship with their patients.

Our Core Values - we don't just operate by them, we live by them:

- Care
- Accountability
- Resilience
- Excellence & Education

Do our Core Values align with yours?

>

General Practitioner | Fully Private Billing | Affluent Eastern Suburb

Join a beautiful fully private billing practice in one of the most affluent suburbs within the Eastern Suburbs. This genuine family practice has been well established in the area for over 10 years and has a very large patient following. You can work on a full or part time basis and walk straight into a large existing patient base.

The practice has been purpose built and is medium in size. It is light, spacious and well equipped. There are large consult rooms with windows and a treatment room which the nurse occupies Monday - Friday. Currently there are 4 GPs working at the practice - 2 part time and 2 full time. The clinic has a warm supportive atmosphere for both staff and patients.

All of the GPs at the practice are extremely supportive and professional. They are super enthusiastic and would welcome a GP of a similar mindset to join the team.



# Writing ads – what to think about before you start

- What's relevant and important to my target?
- What candidate backgrounds do I need to be aware of?
- How do my targets process information
- What of value can I offer my targets?
- How can I turn that value into a benefit?
- How can I change their behaviour?
- What's my budget

# Writing ads – information to gather beforehand

Gather information around four areas:

- The person you want
- The practice
- The job/the opportunity (remember to think benefits)
- Call to action (what do you want candidates to do right now)

Then decide on one main selling benefit (WIIFM) – this will inform your headline and first few key points

# Writing ads – how to start I

Link what you want in a person to benefits in the job.

Inquisitive thinker = variety in practice patients

Experience in women's health = established practice interest/patient base

# Writing ads – how to start 2

Write 3-5 things that connect what you want with the related benefits:

Example of linking what you want in a person to benefits in the job:

"Our diverse client base of young families, older families and aged care residents, from both high and low socio-economic backgrounds, will reward your inquisitive mind and give you the variety to keep things interesting."

"Your interest in women's health will be supported by both our own focus in this and our established patient base."

# Writing ads – tips

- Write the ad content first and then write the headline
- Keep the headline short
- Don't rewrite or explain the headline in the opening sentence
- Keep a sense of flow or direction in your copy
- Informal grammar (Personal "We, You")
- Short paragraphs, short sentences
- Avoid bullet points in copy – people remember stories not lists
- Always read your copy out aloud before posting
- Avoid repetition
- Write the ad as if you are writing it for one person
- No-one was ever bored into buying something – use interesting words
- When in doubt, take it out

# Writing ads – why do ads fail?

- Lack of visual originality or creativity
- Uninspiring headlines
- Nothing new, just an explanation of the job title
- Stale, clichéd or overwritten copy
- Patronising tone
- Copywritten for the writer not the audience

# Writing ads – headlines and first lines

Right now just on Seek:  
495 ads for GPs in NSW  
2,955 in all of Australia

## General Practitioner

AHP Medical

4d ago

Darwin

Healthcare & Medical > General Practitioners

Various vacancies for VR & non-VR GPs to work across clinics located in Darwin! Apply now!

☆ Save

## General Practitioner - PEP eligible/Private billing/Fantastic Opportunity

7h ago

Envo Health

Shepparton & Goulburn Valley

Excellent remuneration / Partnership available

Healthcare & Medical > General Practitioners

Teaching practice with excellent support towards exam preparation. Replace a retiring doctor; full patient base available. PEP eligible. 0451 003 518

☆ Save

## General Practitioner

Newstead Medical

6d ago

Launceston & North East

Healthcare & Medical > General Practitioners

Part or Full-time GPs needed for GP and Urgent Care work in Launceston, Tasmania. Please contact us to discuss this exciting opportunity further.

☆ Save

## General Practitioner

Moffat Beach Family Medical Practice

5h ago

Sunshine Coast

Healthcare & Medical > General Practitioners

General Practitioner VR - Moffat Beach, Sunshine Coast, Queensland.

☆ Save

## General Practitioner | Telehealth | Work From Home

Healthcare Professionals Group

6d ago

Hobart

\$100k - \$300k p.a. + Flexible roster & lucrative o


Healthcare & Medical > General Practitioners

GPs can WFH. Telehealth service operating 24/7. 65% billings. Immediate start. GP owned company. Potential gross billings of \$40,000 fortnightly.


☆ Save

# Personality is important

Show a personality that candidates would like to associate with (people are strongly driven by this association)

 [Sign in or Register](#) | [Employer site](#)

[Job Search](#) | [Profile](#) | [Career Advice](#) | [Company Reviews](#)



## GP in Beachside South Sydney

Alecto Australia Medical Recruitment

Sydney • Southern Suburbs & Sutherland Shire

Healthcare & Medical • General Practitioners

Full Time

Posted 7d ago

[More jobs from this company](#)

[Apply](#) [Save](#)


Join a well-established practice near the coastal suburb of Cronulla. Swap out the hustle and bustle of the city for sea change lifestyle.

**About the practice:**

- Well established practice
- Mixed billing
- Privately owned by a very experienced practice owner
- Parking available

**About the role:**

- 3 month guarantee - \$150 per hour
- 3-4 days per week available

 [Sign in or Register](#) | [Employer site](#)

[Job Search](#) | [Profile](#) | [Career Advice](#) | [Company Reviews](#)

## General Practitioner | Apply Direct Incentive

[Share](#)

Botany Road Doctors

Sydney • CBD, Inner West & Eastern Suburbs

Healthcare & Medical • General Practitioners

Full Time

Posted 13d ago

[More jobs from this company](#)

[Apply](#) [Save](#)

**Hello Doctors! Botany Road Doctors | Full / Part Time Weekdays or Weekends - Flexible | Apply Direct Incentive.**

**Competitive Rates | Full Support | Built with Care | Doctor Owned and Operated**

**Botany Road Doctors** is a state of art Medical Centre located in the heart of Rosebery, serving the customers from Rosebery, Alexandra, Green square, Zetland, Waterloo, Mascot, Beaconsfield and other surrounding areas. These areas have modern high-rise apartments with young families, retirees and some commercial industries and warehouses.

Please note:

- Practice is very close to Sydney CBD.
- Clinic recently **acquired 16,000 patient's** data base from a local medical centre and is busy. Able to offer full books 30+ patients from day one.
- Mostly Appointment based - 4 patients per hour and are flexible.
- **6 month Locum doctor is finishing soon.** Best time to join and build patients base.
- AGPAL accredited, USYD Medical and Nursing students training clinic.
- Currently have 8 GP's (4 male & 4 female).
- Allied health - Physio, Dietitian, Podiatrist and Psychologist.
- Specialist - Cardiologist, Audiology - National hearing care.
- Pharmacy and Radiology NEXT DOOR, opposite IGA super market and a beautiful park behind the clinic.
- Onsite Pathology - Open 5 days with a blood collector.
- Offering COVID vaccination both AZ & Pfizer.
- Full time registered nurse, assisted care plans and health assessments.
- Bulk billing, average per patient is at \$65+ per patients.
- Open 7 days and flexible, Mon to Fri 8-6pm, Sat & Sun 9-1.
- Close to public transport, walking distance to Green Square train station, on a very busy road and high street visibility.
- Staff and patients parking available.



# Websites are important

- What are your priorities?
- What are your interests?
- What environment have you created?
- What's in it for a particular type of GP?



602 terrigal drive, erina

02 4365 4999 

[meet the team](#) | [services](#) | [hours, fees & bookings](#) | [useful links](#) | [blog](#) | [contact](#)

## meet the team

We are proud of our highly qualified, diverse and friendly team.



**Dr Natalie Cordowiner**

B.Med (Hons) FRACGP DRANZOG

Dr Cordowiner graduated in 1995, completed her GP training at Women's Care and Family Practice in 1999 and never left. Her main areas of clinical interest are women's care and child health. In addition to her work at the surgery, she works with Dr Bill Munro at the Central Coast Obesity Clinic. She is also on the Antenatal Shared Care Steering Committee, is a board member for the Bridges After Hours GP Service, a member of the Clinical Governance Committee for the Central Coast NSW Medicare Local, is an examiner for the RACGP (Royal Australian College of General Practitioners) and [Read More](#)



**Dr. Georgia Page**

MB.BS BSc FRACGP DCH

Dr. Page graduated from Sydney University and has been working on the Central Coast since 2002. She has many interests, particularly enjoying Women's health, pediatrics, preventative health, and men's health. She is dedicated to the recruitment and training of future GPs. She is a medical educator for GP Synergy, regularly lecturing and supervising the GPs of tomorrow, and is also an examiner for the RACGP (Royal Australian College of General Practitioners). She is a surgical assistant for the orthopaedic team and provides on-call services for victims of sexual assault at Gosford Hospital. As well as all this, she is a [Read More](#)

# Websites are important



# If a picture tells a thousand words.... ...a video tells a million.

1. Begin with candidate aspirations or fears
2. Talk about how your employment experience achieves these aspirations or overcomes these fears
3. Provide evidence
4. Talk about how it feels to achieve aspirations or overcome fears.



# Video doesn't need to be expensive





# Video doesn't need to be expensive



# Social Media



Your Family Doctors at Erina

6 August at 20:24 · 🌐

Happy Friday! 🥳 It's been another big week at YFD as we welcomed our new doctors Dr Abbi and Dr Nick and also farewelled our lovely medical student Bonnie. Having Bonnie with us allowed us to reflect on why we love our job so much and what a privilege it is to be a GP and care for our patients. We hope to see Bonnie back here as a GP in 5 years - no pressure 😊

[#generalpractice](#) [#caringforthe coast](#) [#medicalstudent](#)  
[#yourfamilydoctors](#) [#medicine](#)



👍❤️ 41

1 comment



Your Family Doctors at Erina

5 August at 13:07 · 🌐

The YFD team would like to give a big welcome to Dr Abigail Fox who has also started at our practice this week.

Dr Abigail Fox completed her medical studies in 2016 at the University of Sydney followed by hospital training at Concord Hospital and GP training in Sydney. She has particular interests in paediatrics, preventative health and caring for the LGBTQI community. Abbi enjoys the variety of general practice and aims to deliver quality care to patients of all ages. Outside of work she enjoys exploring the beautiful NSW coastline.

Dr Abbi will be available to see our patients on Wednesday's and Fridays. 😊

[#yourfamilydoctors](#) [#caringforthe coast](#) [#generalpractice](#)

WELCOME  
DR ABIGAIL FOX



👍❤️ 48

9 comments 1 share



# Social Media

[illegible]

# Recruitment begins as a retention problem

## MULTIPLE COMPONENTS OF A JOB OFFER

The Employee Preferences Survey includes multiple measures of satisfaction with 23 elements of the job offer. These job offer components include:

- Development Opportunity
- Work Challenge
- Fairness
- Recognition
- Senior Leadership Quality
- Empowerment
- Advancement Opportunity
- Risk Taking
- Compensation
- Business Strategy
- Entrepreneurship
- Job Fit
- External Equity
- Manager Quality
- Communication
- Internal Equity
- Role Clarity
- Stock Options
- Job Stress
- Coworker Quality
- Job Security
- Work-Life Balance
- Technology Level



**Thank you!**