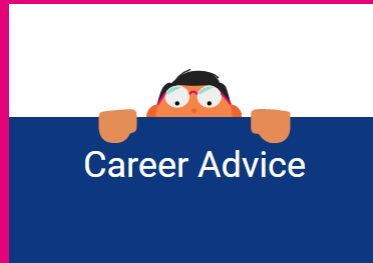


# How SEEK can support your career journey:

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Presented by: Gemma Richardson - Customer Success Manager



# AGENDA

SEEK - Insights

Key things to think about right now

SEEK Career Advice

Profile

A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark blue long-sleeved shirt and a metal-link wristwatch on their left wrist. The laptop is on a light-colored wooden table. In the background, slightly out of focus, is a glass of iced coffee on a white saucer. A bright pink rectangular box is overlaid on the left side of the image, containing the word "Insights" in white text.

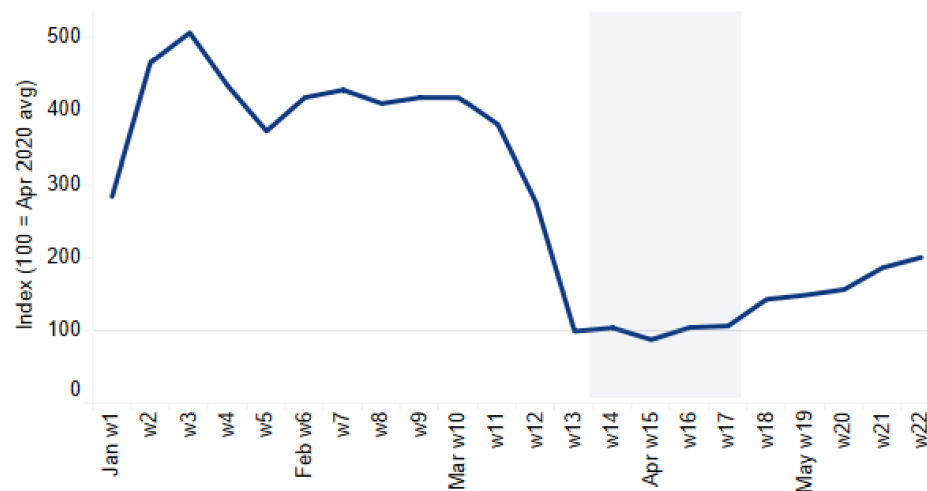
# Insights

# Key Market Insights

Weeks 20 & 21 compared to April 2020 (Monday 18<sup>th</sup> May – Sunday 31<sup>st</sup> May)

- New job ads posted on SEEK NZ during the fortnight ended 31 May are up 92.7% compared to the April 2020 average
- The biggest contributors to job ad growth are Trades & Services, Healthcare & Medical, Retail & Consumer Products, Administration and Office Support and Manufacturing, Transport & Logistics
- Canterbury (88%), Auckland (87%) and Wellington (86%) are showing the largest increases in job ad volumes
- Roles within Consumer Services are showing the biggest growth of 175% making up 22% of all new opportunities advertised on SEEK

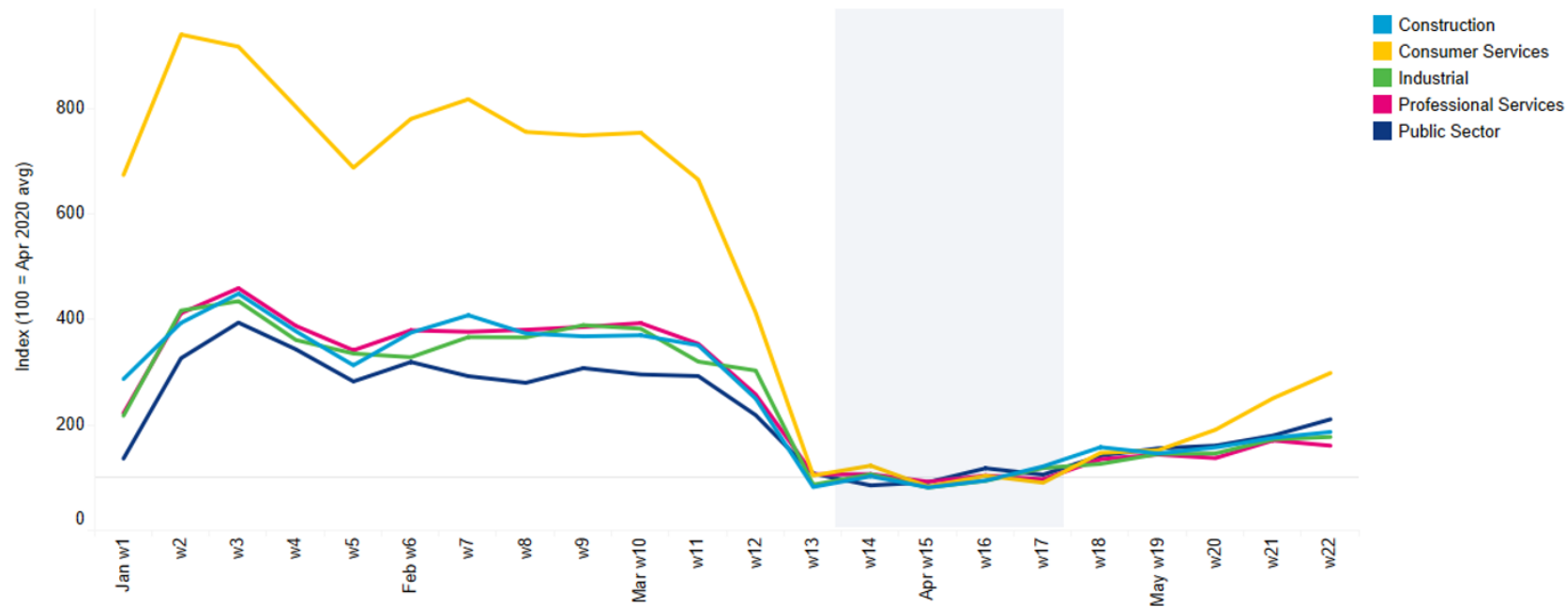
**SEEK New Job Ads (2020)**



Source: SEEK

# The Market

FIGURE THREE: SEEK NEW JOB ADS BY GROUPED SECTORS FOR 2020



Source: SEEK



# The Market: SNAPSHOT

Weeks 19 & 20 compared to April 2020 average

## WHERE THE JOBS ARE

Trades & Services: roles such as Building Trades, Labourers, Automotive Trades and Electricians

Information & Communication Technology: Developers/ Programmers, Business/ Systems Analysts, Software Engineering, and Project Management

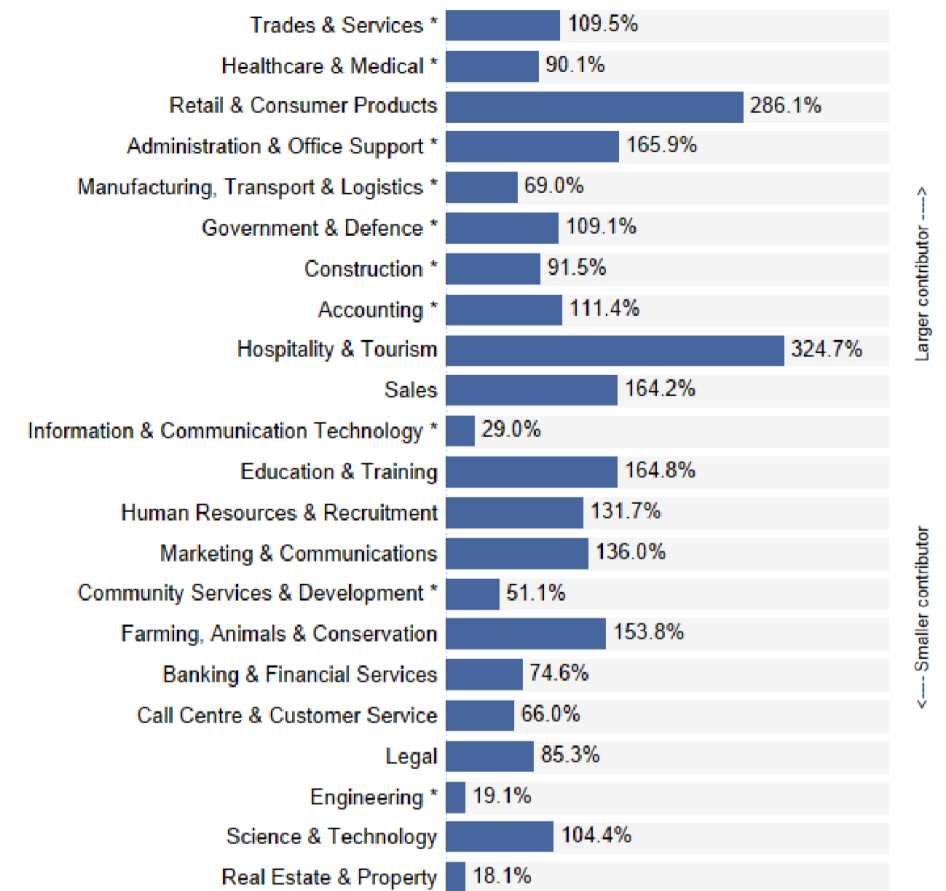
Healthcare & Medical: Psychology, Counselling & Social Work and Nursing (Aged Care and General Medical)

Manufacturing, Transport & Logistics: Warehousing, Storage & Distribution, Machine Operators and Assembly & Process Work

Construction: Project Management, Foreperson/ Supervisors, Plant & Machinery Operators and Surveying

FIGURE FOUR: WEEKS 21 & 22 NEW JOB AD DIFFERENCE COMPARED TO APRIL 2020 AVERAGE  
(sectors with \* are the top 10 sectors by job ad volume)

### SEEK New Job Ads % change vs Apr avg (avg wk 21-22 vs Apr, 2020)



# Key things we need to be thinking about





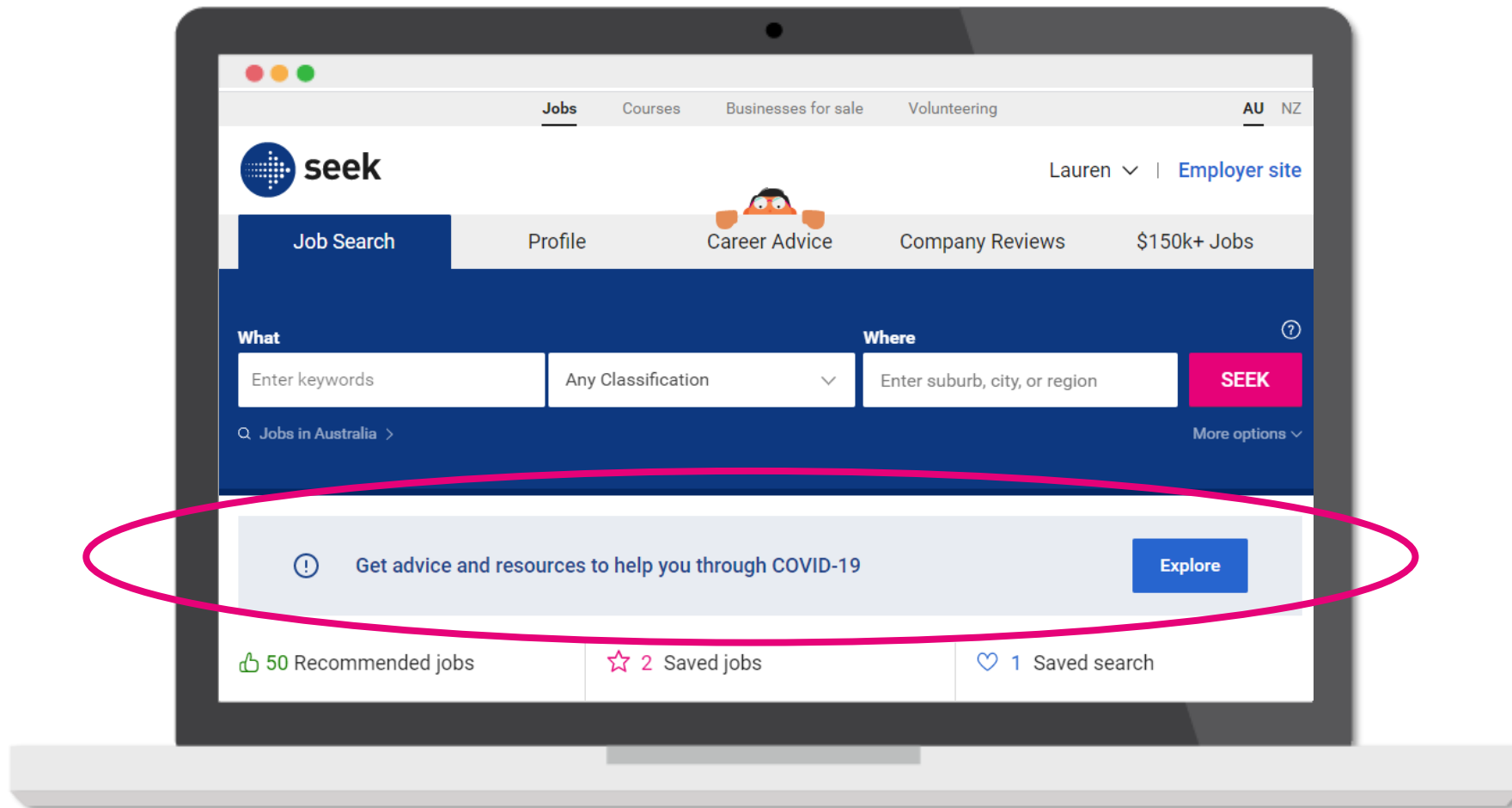
Do Your Research  
**Leveraging your networks**  
Transferable skills  
**Thinking short & long term**  
What's on offer? Upskilling.



At SEEK, our  
purpose is to help  
people live more **fulfilling**  
and **productive**  
working lives.

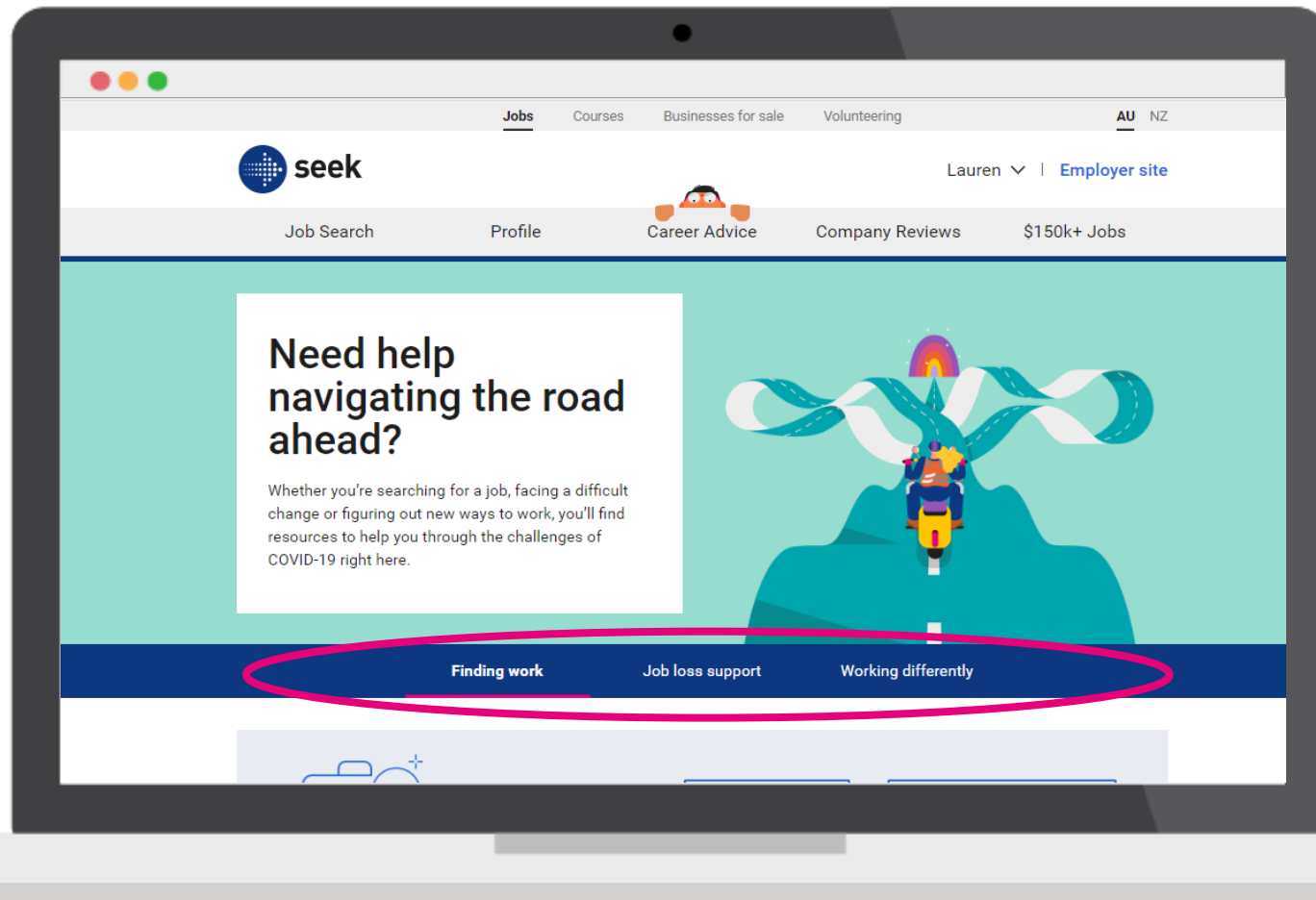
# SEEK CANDIDATE HUB

ADVICE & RESOURCES TO HELP YOU THROUGH COVID-19



# SEEK CANDIDATE HUB

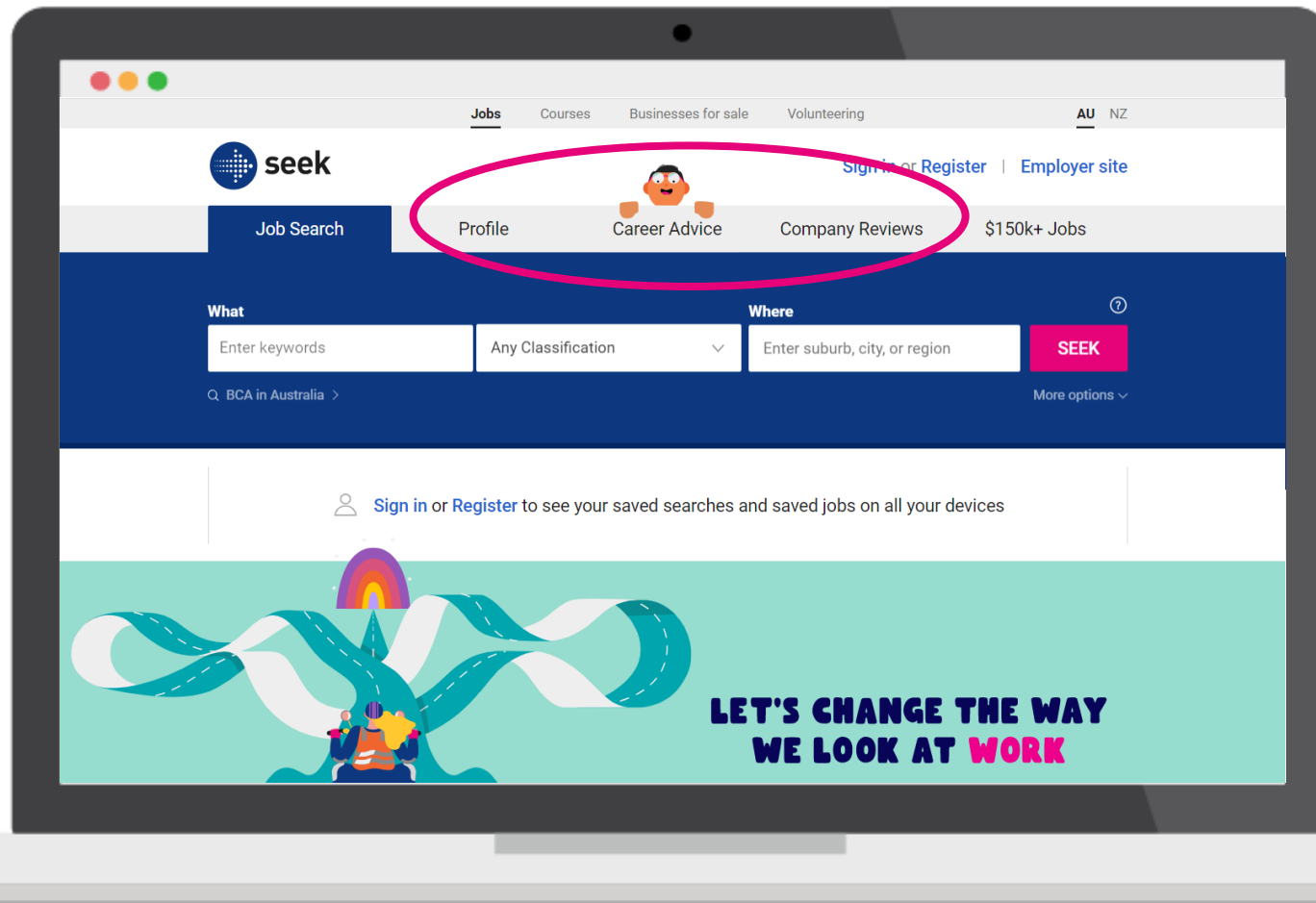
ADVICE & RESOURCES TO HELP YOU THROUGH COVID-19



# SEEK.CO.NZ

MORE THAN JUST A JOBS BOARD

SEEK Career Guide

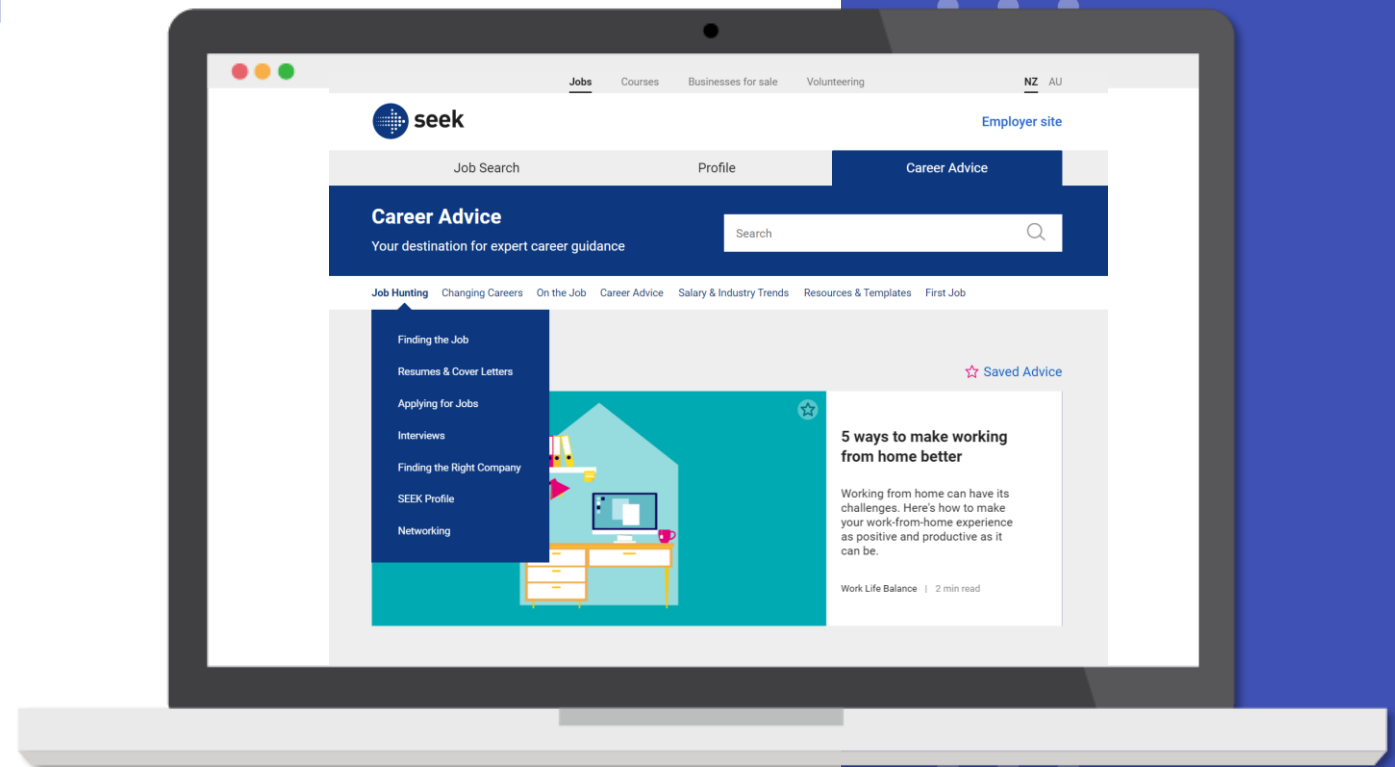


# SEEK CAREER GUIDE

## Your number one destination for career related advice

- ✓ Get job guidance
- ✓ CV/Resume and cover letter advice
- ✓ Interview tips
- ✓ Career planning and development support
- ✓ Market Insights & Trends

For more info, head to [www.seek.co.nz/career-advice](https://www.seek.co.nz/career-advice)

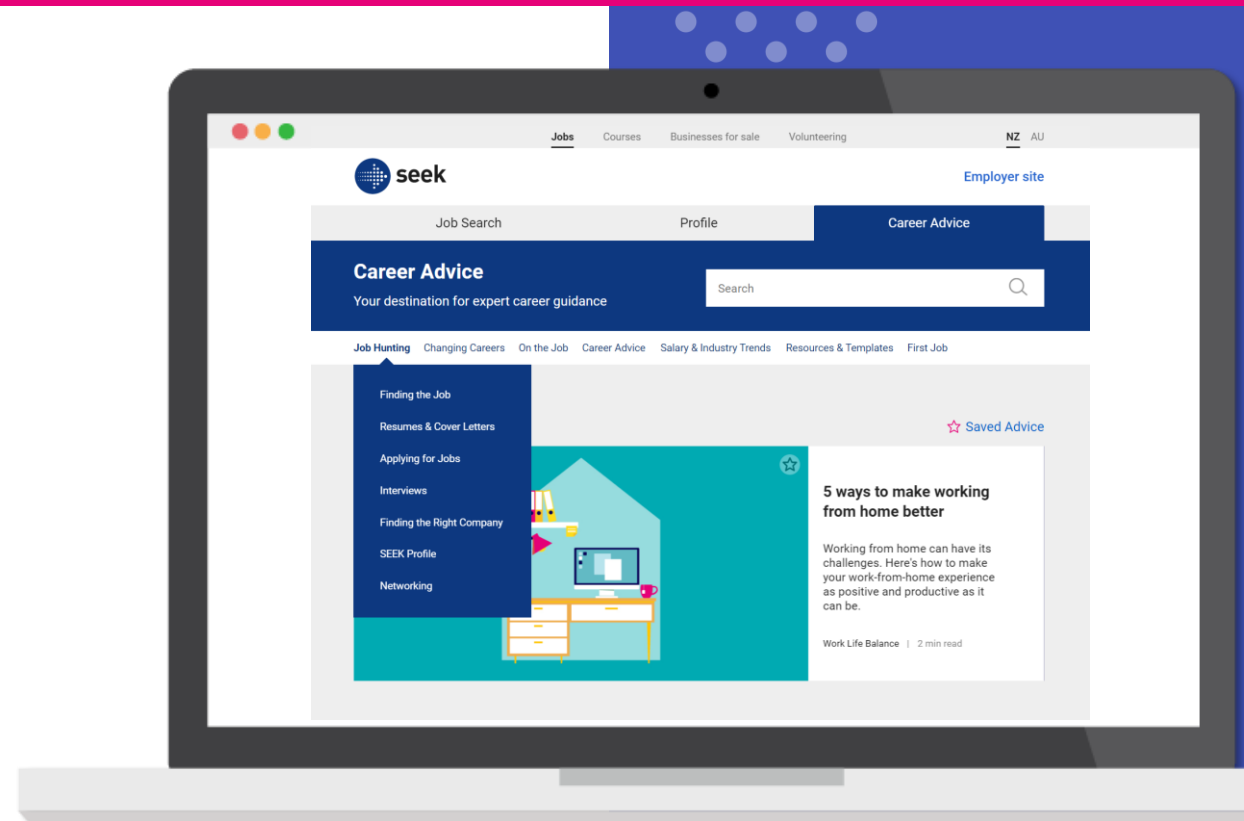




# 7 Step Job Application

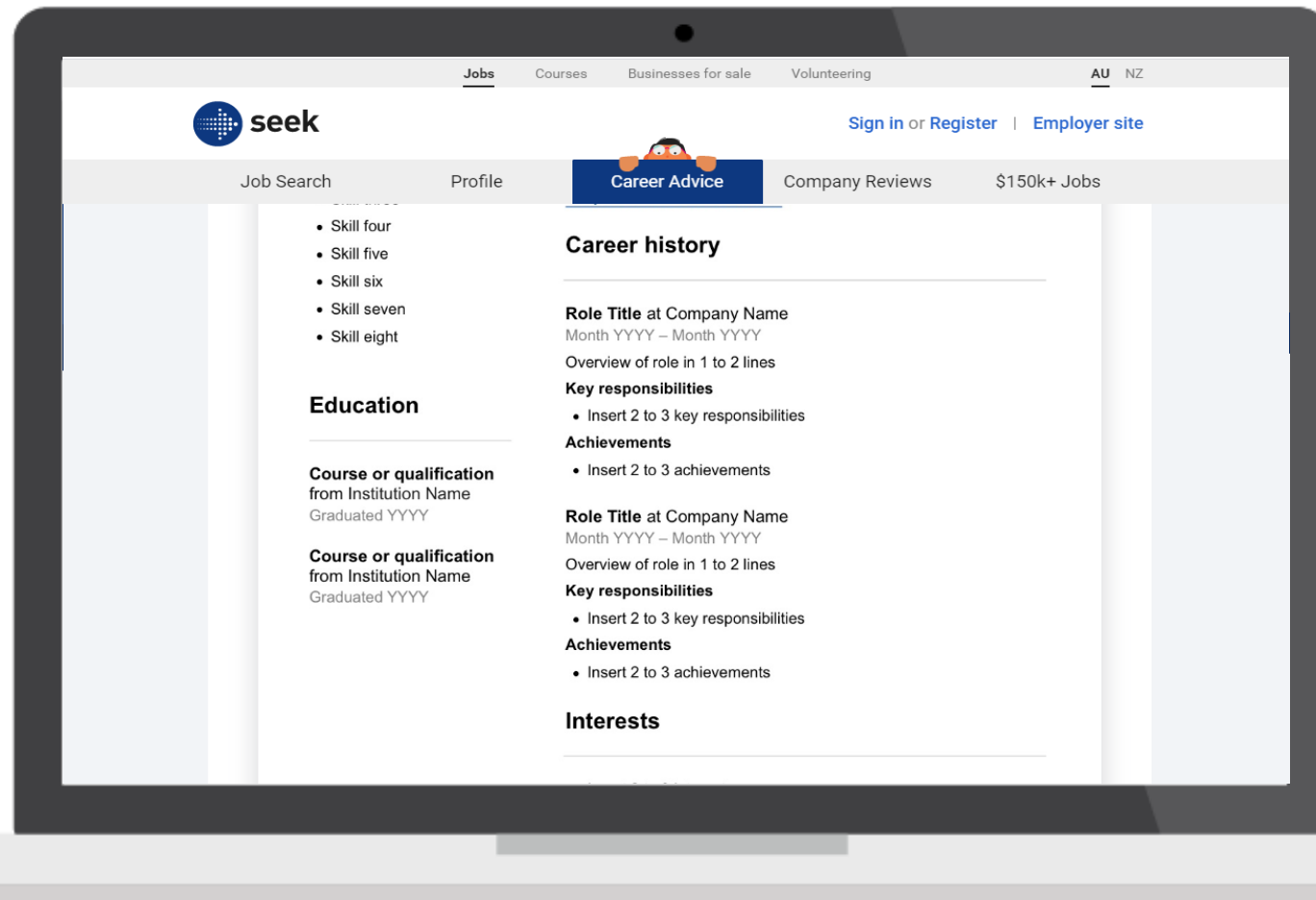
For more info, head to [www.seek.co.nz/career-advice](http://www.seek.co.nz/career-advice)

- ✓ Review the application requirements
- ✓ Highlight experience and achievements in your CV
- ✓ Create a cover letter tailored to the job
- ✓ Double-check details and spelling
- ✓ Check your contact details
- ✓ Send in your application - check the documents you've attached one last time to make sure everything that's required is there.
- ✓ Prepare for the call and follow up - track and manage all of the jobs you've saved and applied for



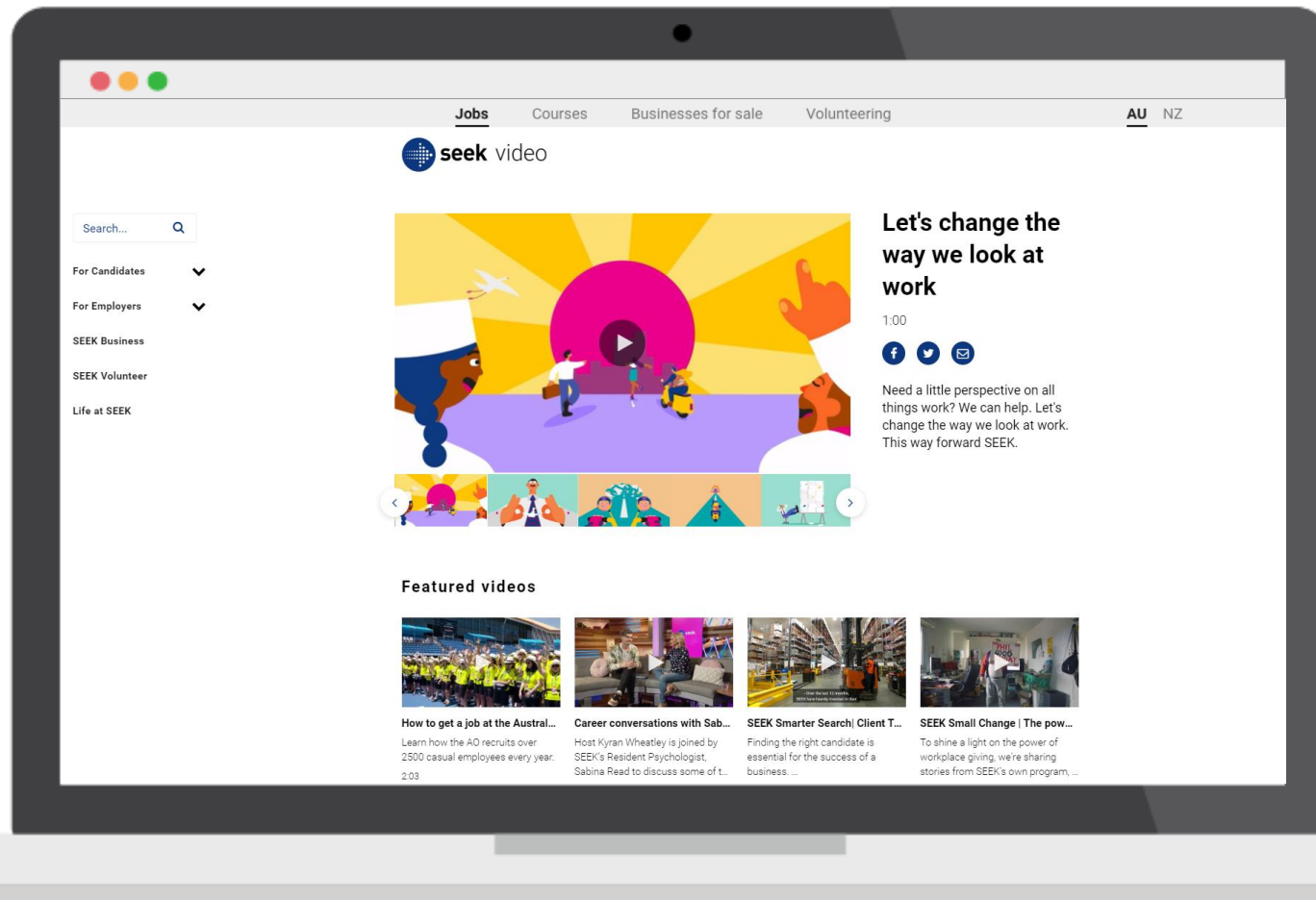
# SEEK RESUME/CV BUILDER

HIGHLIGHT YOUR SKILLS, EXPERIENCE AND ACCOMPLISHMENTS THAT RELATE TO THE ROLE YOU WANT TO BE IN



# SEEK VIDEO

OUR VIDEO PORTAL HELPING YOU GET THE MOST OUT OF SEEK



## For Candidates

10 videos

From job opportunities to company reviews and advice, we've got the right tools to help you find a career you love. Here's how to make the most of them.



### Job search

One of the simplest ways to find your next job with SEEK is to search for it. Being specific will give you a...

1:38



### SEEK Profile

A SEEK Profile can showcase your skills and career history to help you stand out to employers, and alert ...

1:13



### Career Advice

Career Advice is your destination for the right guidance to help you lead a better working life. Our expe...

1:09



### Company Reviews

The search for your best job is not just about whether you're the right person for it. It's also about wheth...

1:09



### Boolean search

Find out four simple ways to refine your search on SEEK to help you find your next great opportunity.

2:29



### Interview Builder for candidates

SEEK's Practice Interview Builder is an easy-to-use resource to help you master your next interview.

1:23



### What recruiters really think ab...

Do recruiters check out job seekers on social media? How long do they look at a resume for? SEEK asked ...

2:11

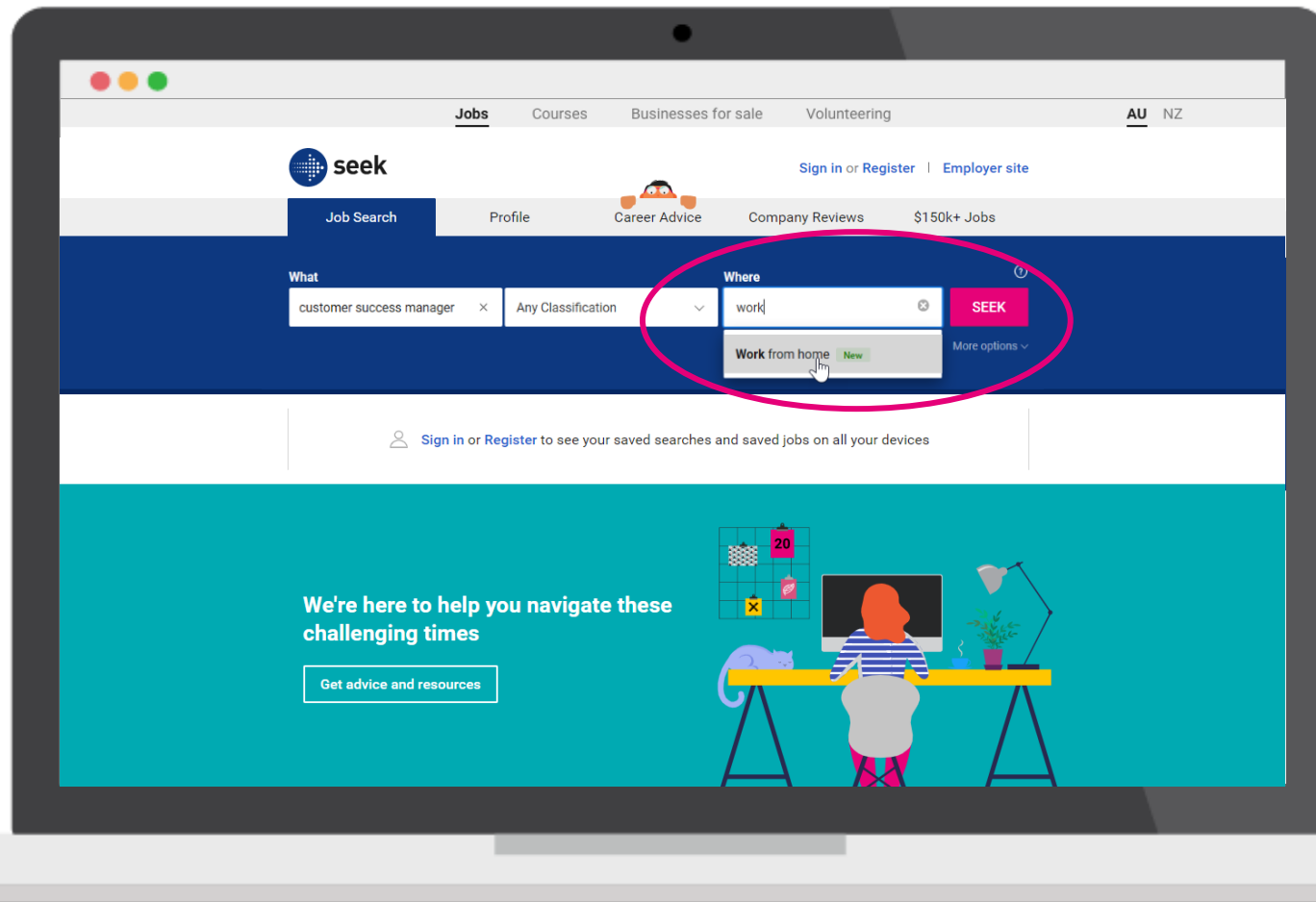


### SEEK Alt Route podcast teaser

Changing careers is no small feat. Follow the journey of ex-radio host Kyran Wheatley as he talks with ...

0:50

# SMARTER SEARCHING ON SEEK



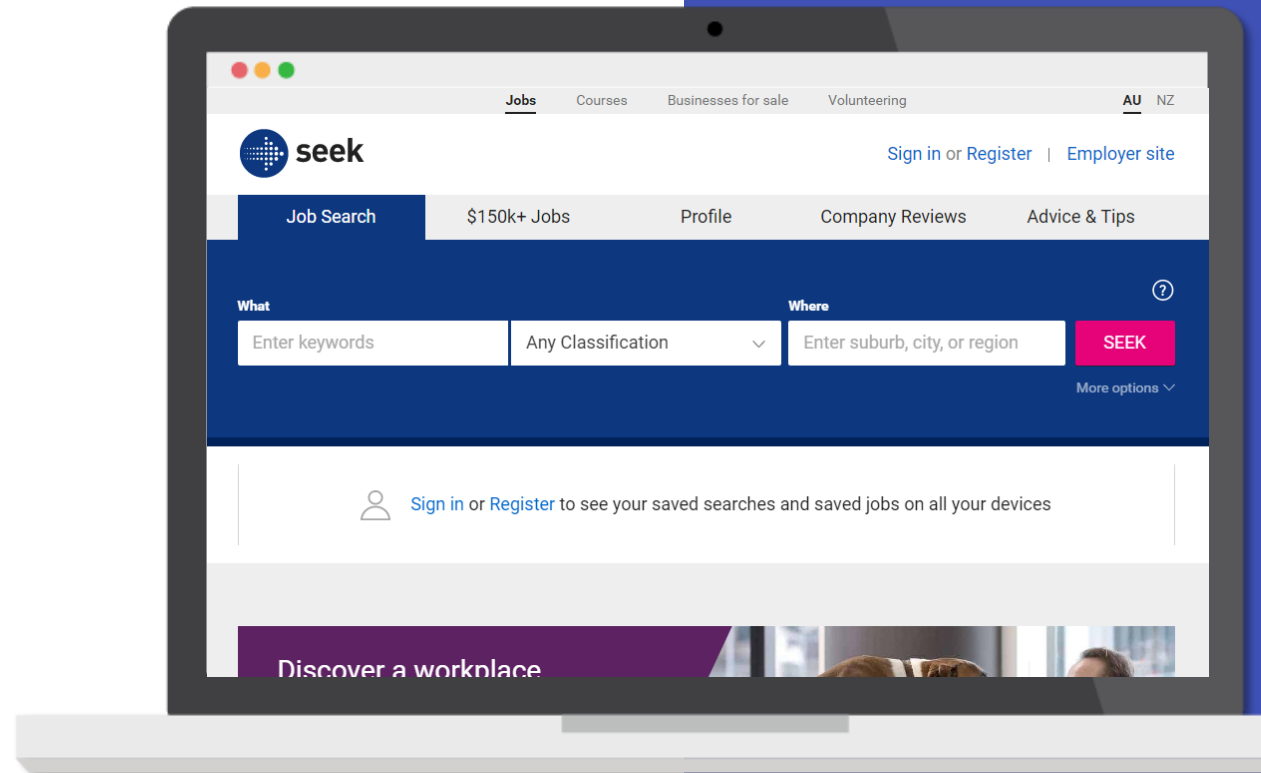


# SMARTER SEARCHING ON SEEK

## We match more people, with more jobs than anyone else

- ✓ Sign in to tailor search results based on your SEEK Profile
- ✓ When searching - use job titles that best describe the role you are looking for
- ✓ Our smarter search technology will ensure you don't miss out on opportunities
- ✓ Save your favourite searches & set up job alerts

For more info, head to [www.seek.co.nz](https://www.seek.co.nz)



# SMARTER SEARCHING ON SEEK

AUSTRALIA'S MOST VISITED JOB SITE HAS GOT MUCH SMARTER

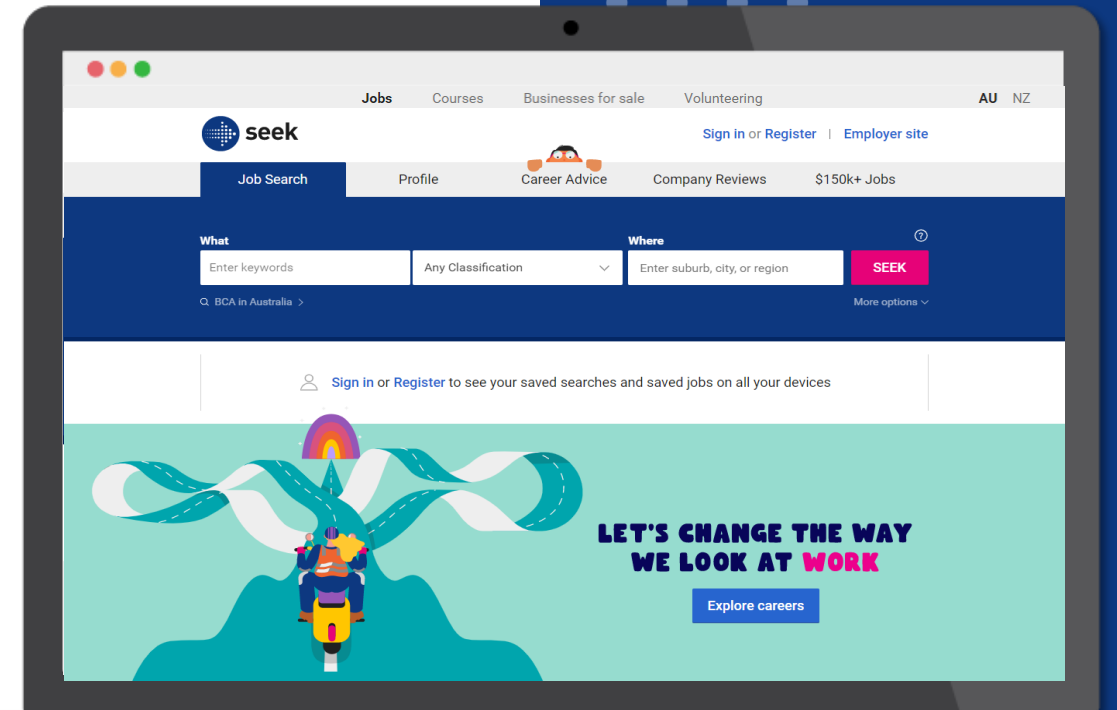
As the market leader we observe millions of interactions....



50 **searches** per second...



... leading to 58 million **impressions**,  
**job views** and **applies** per day



searching

# When searching on SEEK, remember...

1  
Sign-in

2  
Keywords

3  
Alerts

# SEEK PROFILE

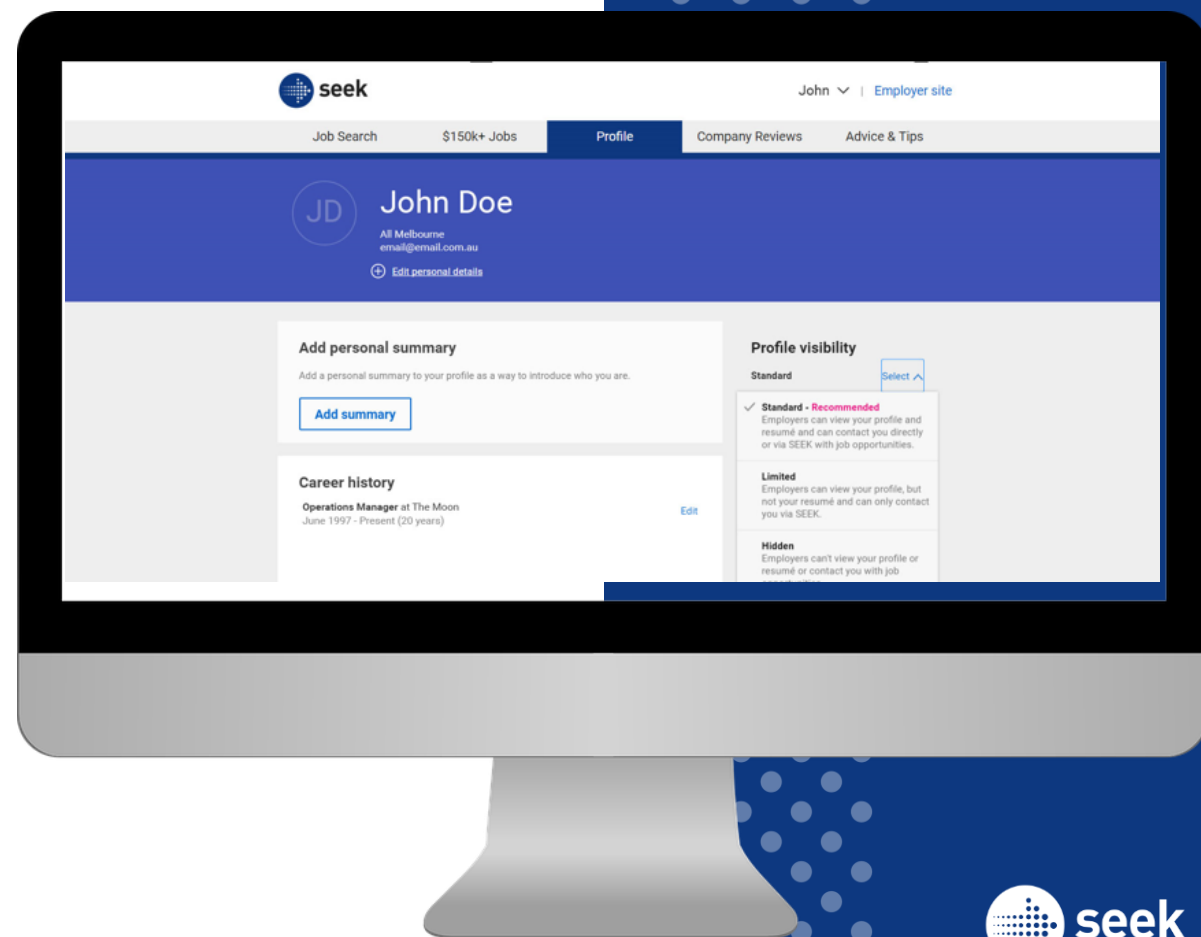
# SEEK PROFILE

How opportunities find you on SEEK

## Be seen by employers

Over half of the New Zealand workforce has a searchable profile. SEEK Profile helps you get started on your job seeking journey:

- ✓ We'll recommend jobs to you
- ✓ Pre-filled applications available on mobile
- ✓ Attach multiple resumes to be seen by more employers
- ✓ You control the privacy
- ✓ Showcase your skills, experience and highlights





The background image shows two people sitting at a wooden desk. On the left, a person with dark skin is wearing a white t-shirt and a gold bracelet. On the right, a person with light skin is wearing a grey t-shirt. A silver Apple laptop is open on the desk. In front of the laptop, there is a large sheet of paper with a hand-drawn mind map. The mind map has a central circle with the word 'seek' inside, and several lines radiating outwards to other circles. There are also some colorful sticky notes and a small orange paper airplane on the desk.

<https://www.seek.co.nz/profile/me>

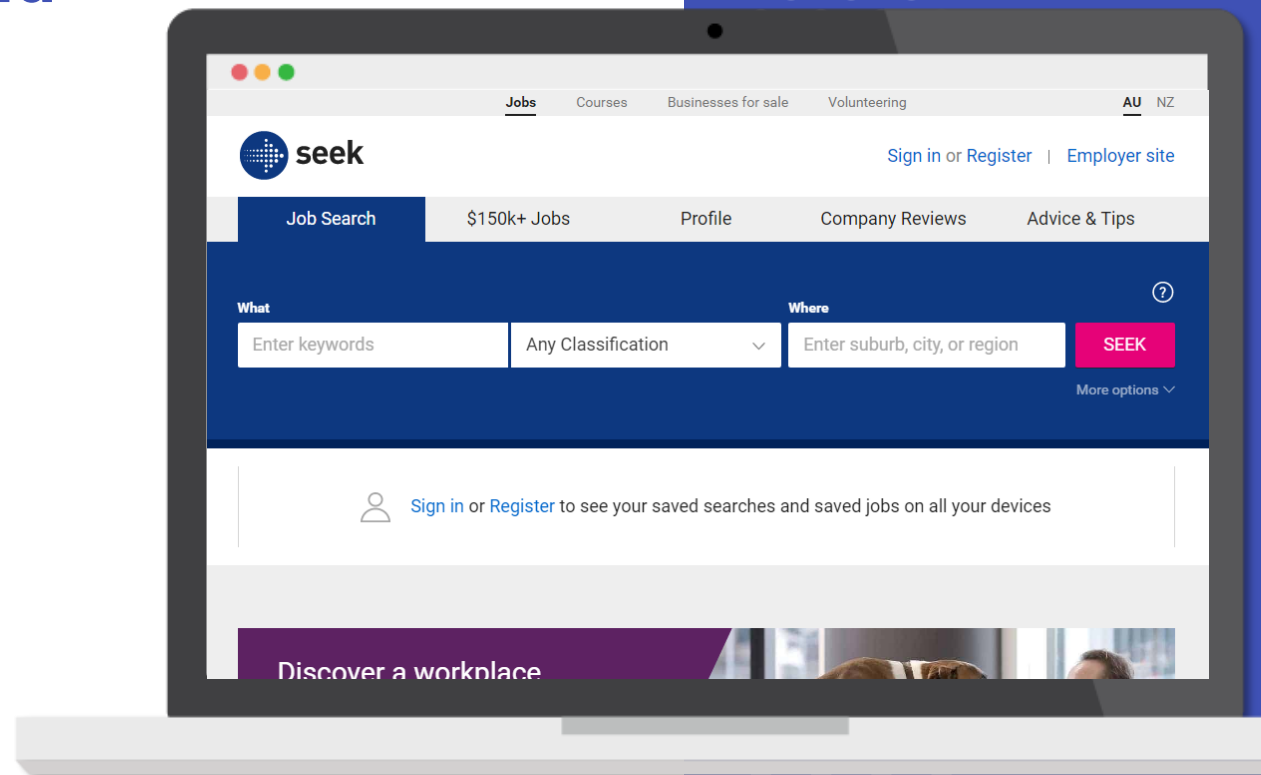
# Finding your way around SEEK Profile

# SEEK PROFILE – let opportunity come to you

## Tips to help you stand out and avoid common candidate mistakes

- ✓ Ensure your **profile privacy** is set to standard so you can be contacted about opportunities
- ✓ Recruiters will use **location** when searching. Ensure you have a home address on your CV and have specified your preferred working location(s)
- ✓ Make sure your **profile** and **CV** are both up to date and **matching**
- ✓ Ensure all spoken (And tech) languages are included as well as skills, qualifications, industries, etc. This will make you easier to find

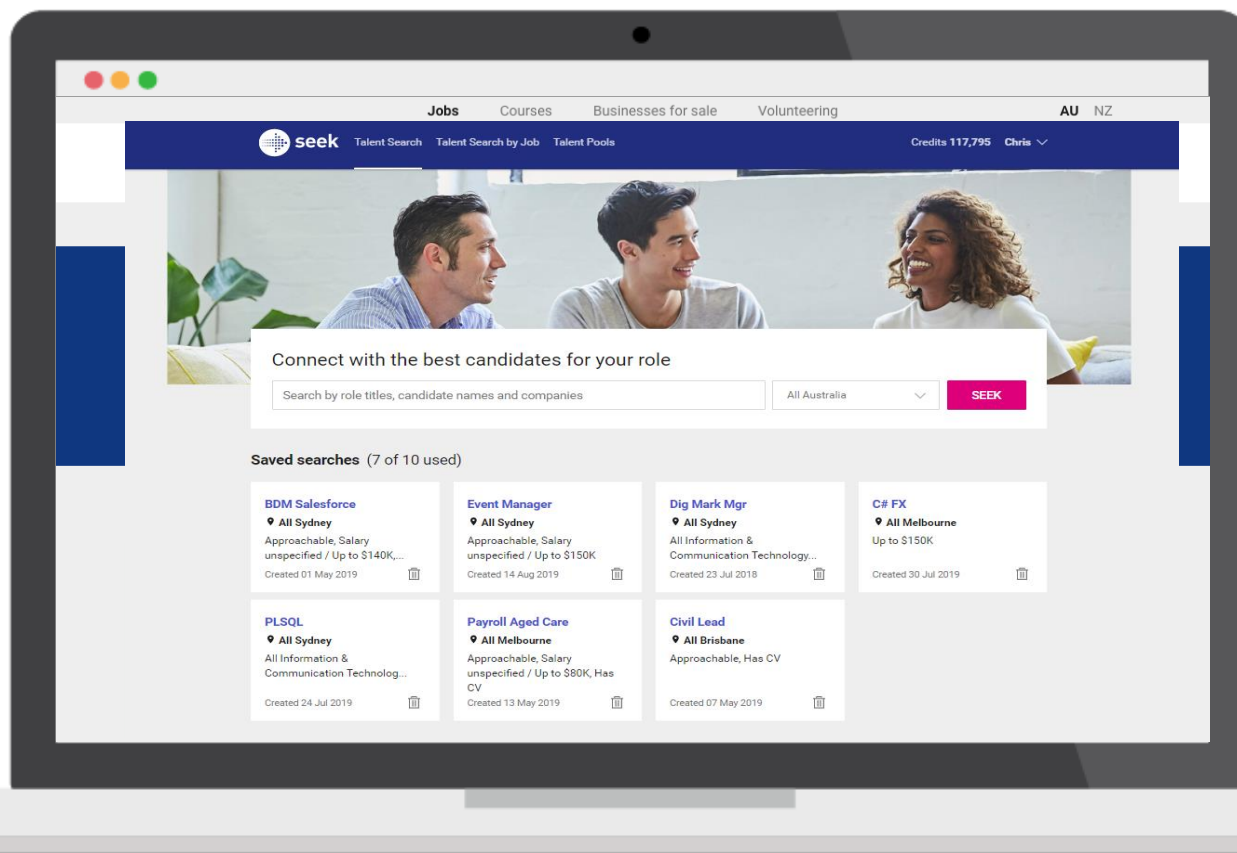
For more info, head to [www.seek.co.nz](https://www.seek.co.nz)



# SEEK PROFILE FOR HIRERS

LET OPPORTUNITY COME TO YOU

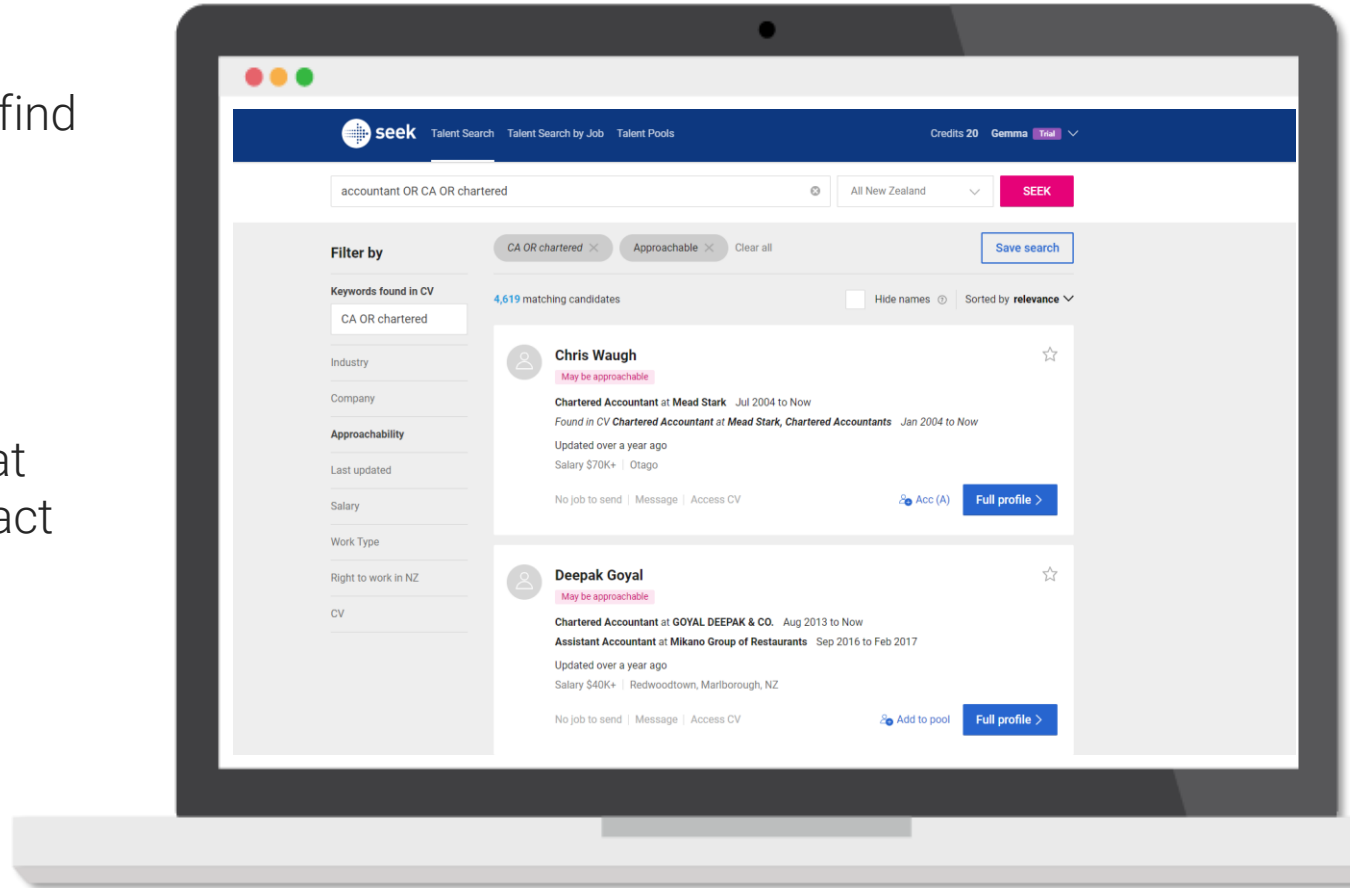
SEEK PROFILE



# How does it work?

At this very moment, there are thousands of employers searching for candidates through SEEK Profile..

- ✓ Employers search through SEEK Profile to find the perfect candidate for their role
- ✓ They filter based on the information you include in your profile
- ✓ Your profile visibility signal determines what employers can see and how they can contact you.
- ✓ Your behaviour and signals will allow employers the opportunity to see if you are more approachable to opportunities.



**Thank you.**

