

Rates for Advertising on the VetNI website – from 17.01.22.

The VetNI web site provides a service to the veterinary profession within the North of Ireland.

The “NI Vacancies” page is designed to make it easier to recruit and also to make it easier to find work locally. You might only want a part-time or temporary assistant, nurse, or support team member and for such a post the usual advertising channels look prohibitively expensive. A high proportion of Northern Ireland vacancies are filled by Northern Ireland folk so this gives you a place to look for/advertise vacancies without having to trawl through every GB/R of I vacancy too.

The cost of advertising is discounted for members of the two local vet associations which provide the majority of funding for VetNI.

FEES –

Those seeking employment

There is no charge for any member of AVSPNI or NIVA. For non-members there will be a charge of £200.00.

Those wishing to employ

For any individuals who are members AVSPNI or NIVA there will be a charge of £200.00 and for non-members the charge will be £400.00.

General points to note:

- *Fees may be subject to change/negotiation (for example, for adverts including more than one vacancy) by prior agreement.*
- *The above fees will cover the cost of time spent putting the information on the website, sharing to social media and e-mailing the link to the Vacancies page several times a year to all practices and vets for whom we have a current e-mail address.*
- ***Adverts on “NI Vacancies” will remain on the website for 3 months unless you notify us before then that the post has been filled.***
- *All adverts are removed once they are three months old.*
- *Once any advert has been removed, there will be a charge for up-loading it again even if the text remains the same as in the original advert.*
- *The VetNI team reserve the right to edit the content of an advert in consultation with those involved, and to refuse adverts of an unsuitable nature or not submitted from within the NI veterinary “family”.*
- *The website is purely to help potential employers/employees and vendors/purchasers to communicate with each other and VetNI will not enter into communications between interested parties, nor act as agent for them.*
- *Advertisements will be placed on the website in date order with those most recently received appearing at the top of the website page.*
- ***The maximum length of the title of your advert must not exceed 60 characters including spaces.***
- ***The body of your advert must not exceed 300 words.***
- ***Your advert must include the name of the practice/employer and its location.***
- *We aim for a “house style” on the VetNI website. We may therefore alter formatting, (bold, caps, italics, fonts, spacing etc.) to standardise the appearance of your content with the rest of the site.*
- *Think about including keywords which may help your advert be “found” by search engines (as opposed to visitors to the VetNI site who will see it anyway). These might include some/all of the following as appropriate – “veterinary”, “veterinary surgeon”, “vacancy”, “RVN”, and the location of your vacancy.*
- *The term “Veterinary Assistant” often attracts interest from younger people who wish to work in a veterinary surgery as opposed to attracting a qualified vet. It is better to ask for a “veterinary surgeon to assist...” or words to that effect.*
- *Advertisers may add a link to their own facebook page and/or website if they wish.*
- *Don’t forget to share the ad from your own social media too.*

To place an advert:

E-mail info@vetni.co.uk and include the exact wording for your advert clearly marked as such within your e-mail.

Please check your advertisement carefully before sending it to us as any amendments after posting will incur a £50 fee to reflect the time spent re-posting the advert.

To get the most from your advert . . .

Once your advert has gone live, share it on your own workplace and personal social media and ask your staff to do the same. **It seems obvious but many advertisers don't do this.**

Including more information tends to get you more applicants/interest. As well as highlighting anything that makes **your** practice/place of work a great place to work, consider including: salary, vehicle/accommodation provided or not, number of support staff, equipment such as digital rads, scopes, ultrasound, CT, in house blood machines etc., benefits of your location (beach/city/mountains), great clients . . .

Once your advert is posted you may want to share your advert on the Vet Voices facebook page if it meets the criteria.

We will share our vet vacancies regularly with various vet groups including vet schools.

Please be AWARE and look out for e-mail scamming

Be aware that e-mail scamming is getting ever-more sophisticated and your job advert, in common with any other on-line avenue encouraging people to reply, may attract bogus responses. A sample is included below but obviously other styles and approaches are out there. If in any doubt, do not click on any links or download any attached documents.

Example:

Date: Thu, 13 Sep 2018 15:28:46 +0000

Subject: Job Application

From: "Joe Bloggs" <info@abcd.xyz>

Download (JoeBloggs.doc)

Good Evening,

My name is Joe and I'm interested in a job.

I've attached a copy of my resume.

The password is "1234"

Best regards!

Joe