

Rates for Advertising on the VetNI website – from 22.01.26.

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, many traditional 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 wishing to employ

For any individuals who are members AVSPNI or NIVA there will be a charge of £230.00 and for non-members the charge will be £460.00.

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 other outlets. We also regularly share links to our site with over 1500 vets working in or with a link to NI.*
- ***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. It will be treated as a new 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:

Use the following link [Place an advert \(vetni.co.uk\)](http://vetni.co.uk) . Please ensure all your text is showing in the relevant boxes.

Please check your advertisement carefully before sending it to us as any amendments after posting will incur a £55 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, benefits of your location (beach/city/mountains), great clients . . . we are told that a list of your practice equipment (e.g. digital rads, scopes, ultrasound, CT, in house blood machines etc.) is now less important – younger vets assume you will have all of this anyway but feel free to include it if you have space to do so.

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 with various vet groups including vet schools.

Please be AWARE and look out for e-mail scamming

Be aware that e-mail scamming even targets job adverts. In common with any other on-line avenue encouraging people to reply, your ad 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*