

Jobs of Substance - 26 May 2010



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LOW-COST TARGETTED MARKETING FOR THE AUSTRALIAN HEALTH, COMMUNITY AND WELFARE SECTORS

www.jobsofsubstance.com.au

JOB WEBSITE FOR HEALTH & COMMUNITY EMPLOYERS

Employers in Australia's health, community and welfare sectors can now advertise vacant positions to a targeted market at **no cost**.

There are at least 600,000 organisations working in Australia's human services sectors, many of them operating as not-for-profit entities.

The sector employs tens of thousands of staff, with employers working on very tight budgets. Filling vacant positions is difficult and costly, with newspaper and online ads costing many hundreds of dollars. The likelihood of the right person reading an advertisement in these crowded markets makes success even harder to attain.

A new online jobsite, www.jobsofsubstance.com.au targets people working with human services and provides free job ads. Jobseekers can also apply for positions online. It is the initiative of *Of Substance* magazine, which informs readers about alcohol and other drug treatment issues.

"We launched this website because employers in the health, community and welfare sectors didn't have anywhere targeted to advertise vacant positions," Managing Editor Jenny Tinworth said. "It is already a challenge to attract enough staff to the caring professions, so we decided to create a specialised national jobs forum which focuses solely on people who want to work in human services."

Fully funded by the Australian Department of Health and Ageing, www.jobsofsubstance.com.au provides free listing of job ads for 30 days. The jobsite will be promoted through *Of Substance* magazine, which has a readership of 35,000, and also through targeted promotion to people working in health, community and welfare settings.

Details online at www.jobsofsubstance.com.au

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