Jobs North West Queensland

How to add & edit Business Directory Profiles

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What is a Business Profile

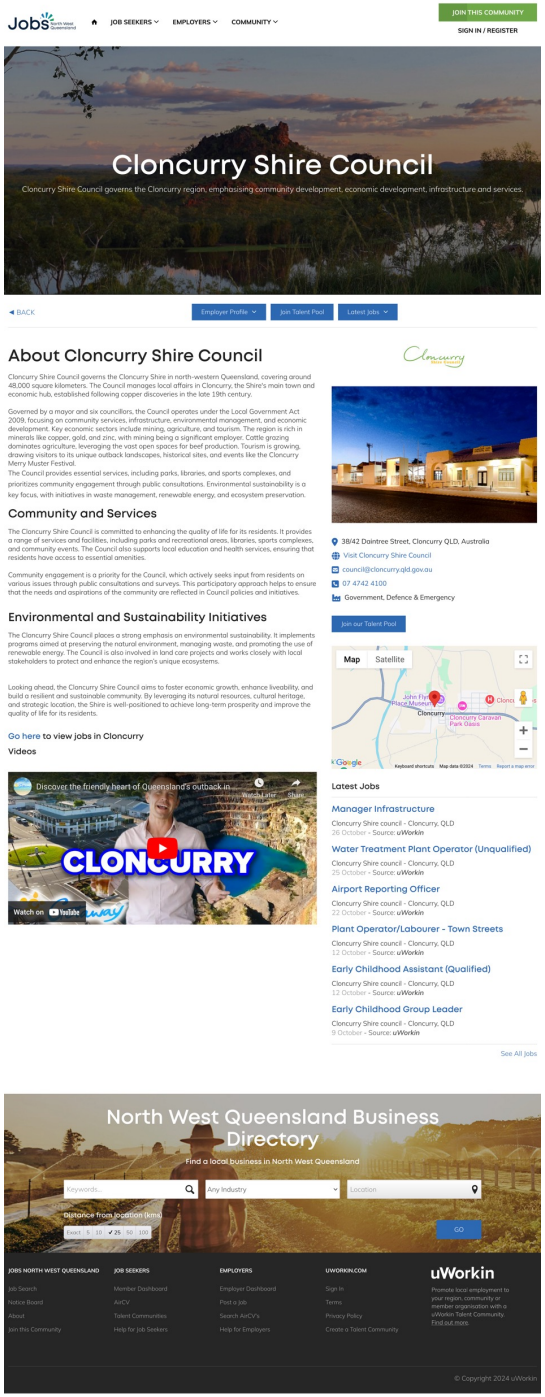
An Employer Profile, known as a Business Profile for Jobs North West Queensland, is a feature that enables an Employers to showcase their organisation to both active and passive job seekers.

- Showcase your Employer Value Proposition, your videos, your contact information and your location, including a map.

- Access talent who has expressed an interested in their organisation and filter based on skill, education, experience, keywords etc.

- Display live jobs on your Business Profile, alongside their employer value proposition.

- Allow Job seekers to express an interest in working for your organisation by joining your talent pool directly from your Business Profile page.



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How to add/edit a Business Profile

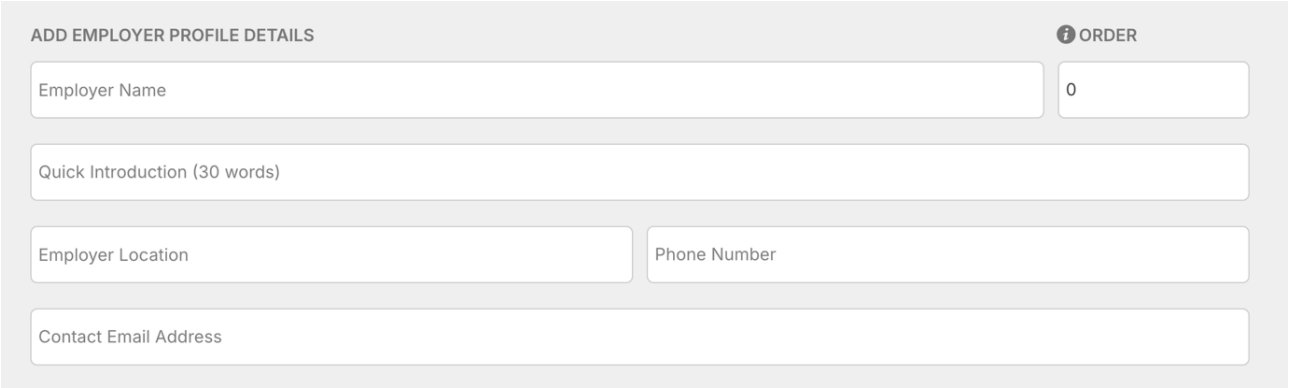
1. Sign into the Talent Community, click on the menu icon (three horizontal lines next to your name) and click on the Employer Dashboard button
2. Click on the Business Directory Profiles tab
3. Click on the “Add a Profile” button.

There are 8 sections to complete when adding a Business Profile

1. Employer Details
2. Website
3. Industry
4. Link the Business Directory Profile to the Business’s live jobs
5. Display jobs on the Business Directory
6. Logo and Images
7. Profile Content
8. Videos

1. Employer Details

- **Employer name:** This is the name that is displayed on the tiles on the Home page and the heading section of the Business Profile page.
- **Order**: This is the order in which the profile will appear on the Home page and on the Business Profile directory page.
- **Quick introduction:** This is a paragraph (max 30 words) that is displayed on the Business Profile directory page and under the employer's name in the heading section on the Business Profile page (this is not a mandatory field).
- **Employer location**: The location details will be displayed on the profile and generate a map on the Business Profile (this is not a mandatory field).
- **Phone number:** This will be displayed on the Business Profile (this is not a mandatory field).
- **Contact email address:** This will be displayed on the Business Profile (this is not a mandatory field).



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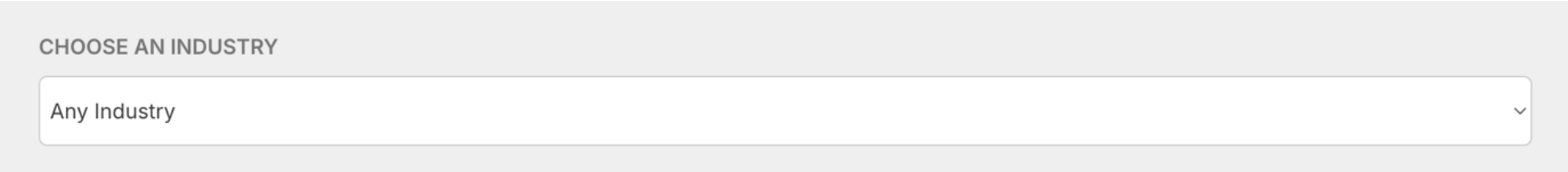
2. Website

- **Website text:** this will be displayed on the profile as text with a hyperlink to the website address.
- **Website address:** the website address (ensure you include https://)

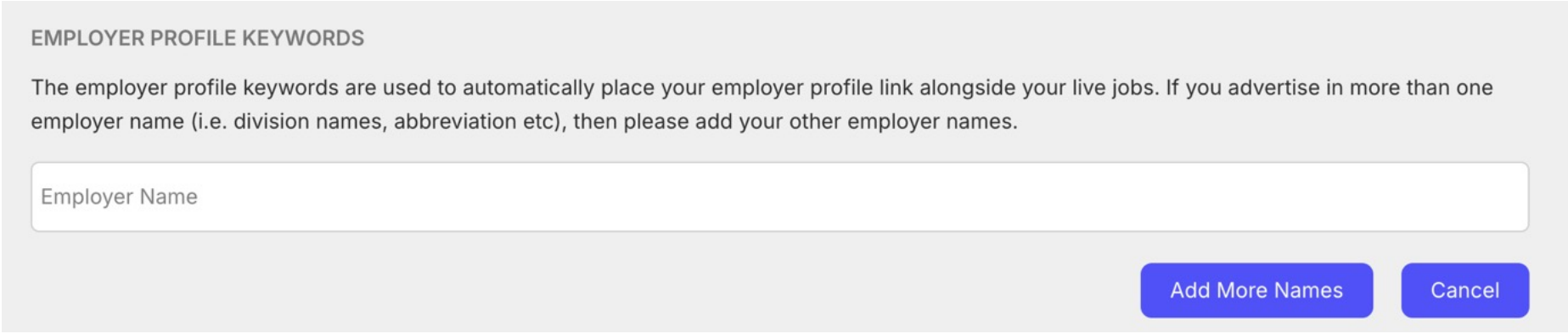
3. Industry

- **Industry selection:** Choose an Industry from the drop-down list. The industry will be displayed on the Business Profile directory page and on the Business Profile.



4. Link the Business Profile to the Business's live jobs

- **Employer name:** By adding the Business name in this section, the Business Profile link will be automatically added to the business's jobs, including jobs from the Job Feed as well as jobs posted directly to the Talent Community, that belong to the Business.



Note: If the Business uses various employer names, more than one name can be added. For example: If the Business Profile is for Australian Broadcasting Corporation (ABC). Both "ABC" and "Australian Broadcasting Corporation" can be added so that the Employer Profile is linked to jobs for each variation of the Businesses' name.

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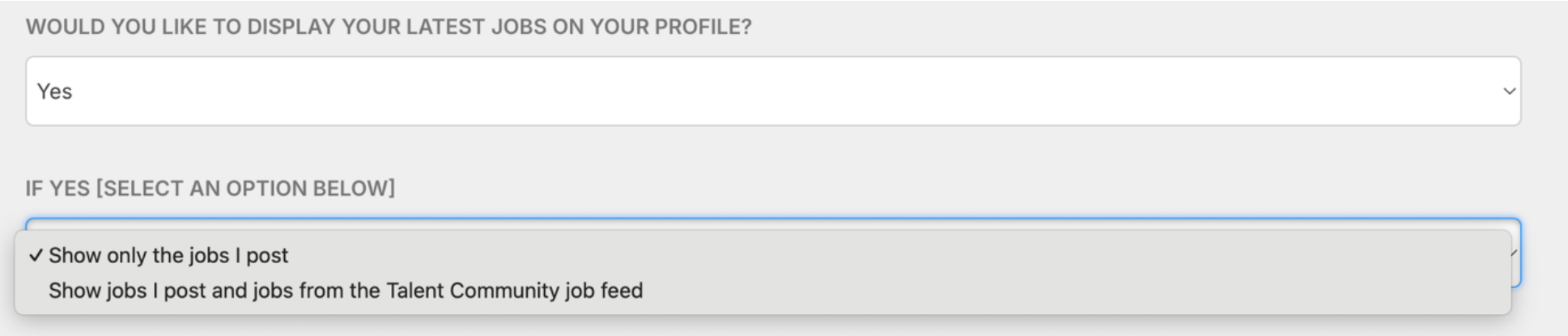
5. Display jobs on the Business Profile

- **Would you like to display your latest jobs on your profile?** This allows for a list of the business's latest jobs to be displayed under the contact details on the Business Profile. This is a yes/no option. If "Yes" is selected, an additional field appears.
- **If Yes (select option below):**
  - **Show only the jobs I post:** If this option is selected, only jobs that are posted directly to the Talent Community by the Business will appear on the Business Profile.
  - **Show jobs I post and jobs from the Talent Community job feed:** If this option is selected, jobs that are posted directly to the Talent Community by the Business will appear on the Business Profile, as well as the business's jobs from the Job Feed.



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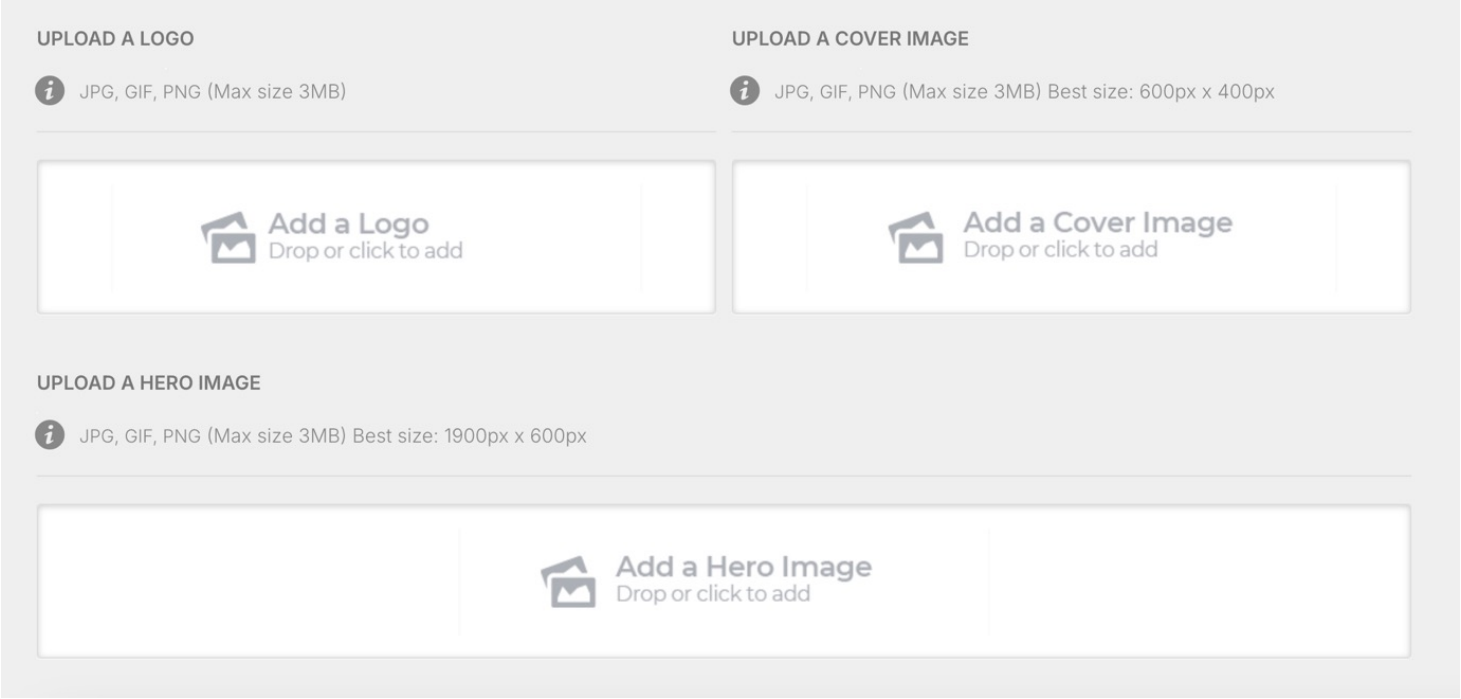
6. Logo and Images

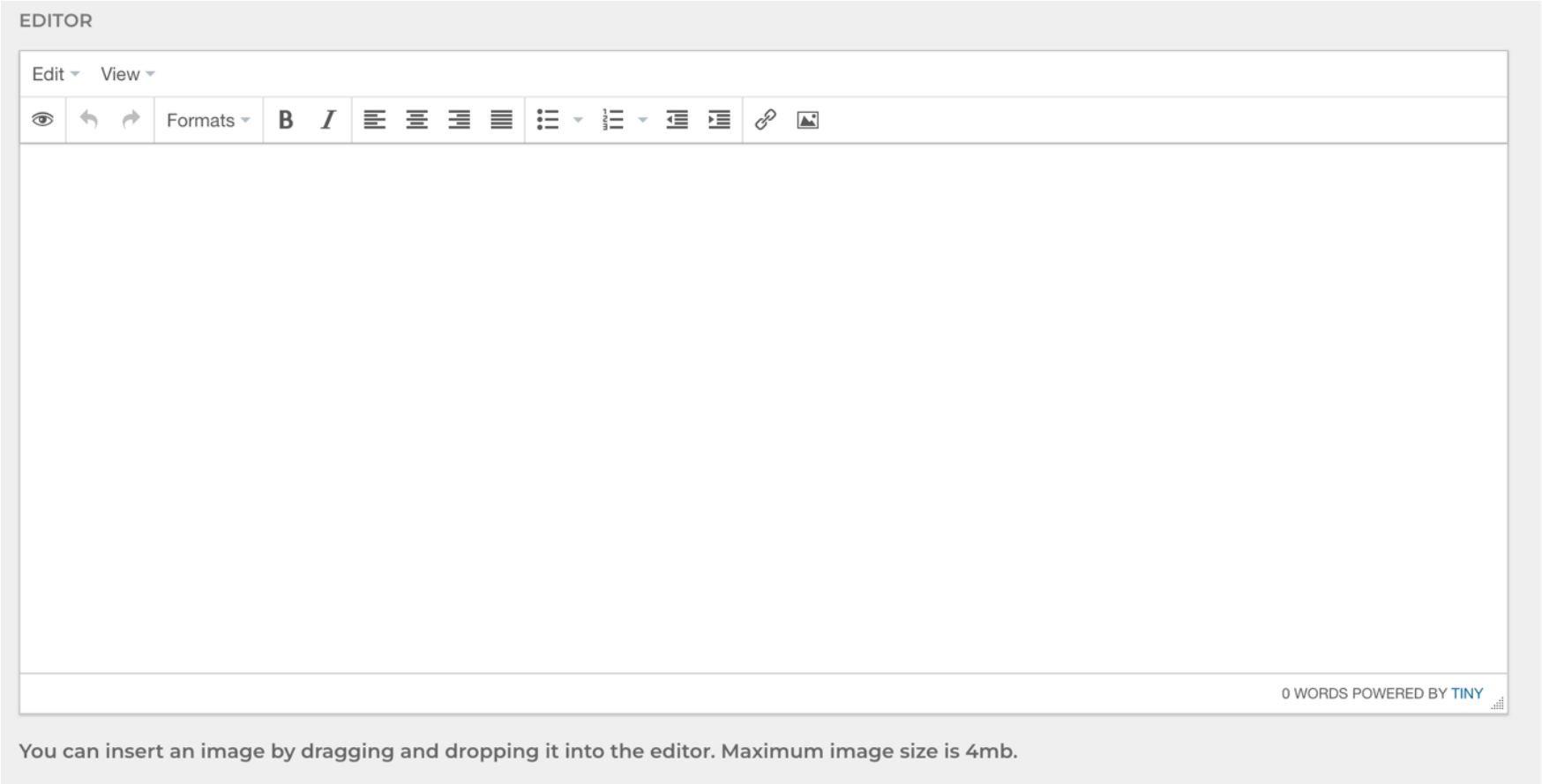
High-quality images and logos must meet the size specifications indicated, or the uploaded files will be rejected. *(please see the Appendix for hints and tips regarding logos and images)*

- **Logo:** The logo is displayed on the directory page and on the Business Profile page.
- **Cover image:** The cover image is the image used on the tile on the home page and is also placed above the contact details on the profile page.
- **Hero image:** This image is the primary background image of the Business Profile and is displayed behind the heading of the Business Profile. The Business's name and tagline is displayed over the top of this image.



7. Profile content

Profile content: The Editor allows for written copy to be added to the Business Profile, such as the Employer's Value Proposition. We suggest breaking the content up with headings which can be added via the Formats dropdown. Images (max 4mb) and links can also be added to the profile via the Editor. *(please see the Appendix for hints and tips regarding profile content)*



8. Videos

YouTube or Vimeo video URL: One or more Videos links can be added to the Business Profile. These links will be displayed in a grid format below the Profile content.

The “Save & Go to Preview” function can be used to edit and adjust the Business Profile before it is Published and sent to the Jobs North West Queensland Admins for approval.

Appendix - Logo and Images

Sometimes finding suitable images for a business profile can be challenging. Below are some tips and tools that can assist you in ensuring you have the best quality images on your Business Profile.

It is essential that images are the correct size. There are a number of image re-sizing tools available on the internet, some examples are:

Canva: https://www.canva.com/
Image resizer: https://imageresizer.com/
Adobe Free image resizer: https://www.adobe.com/express/feature/image/resize

Tip: It is always a good idea to choose a hero image that is of a similar shape as the image required, for example, trying to turn a square image into the long rectangle hero image will not work.

Tip: If you are requesting images from others, always ask for the largest size possible and then re-size to ensure the best possible quality image.

Tip: When choosing images consider that text will appear over the top of the image on the front page and on the hero image. It's best to avoid text being placed over the top of people's faces.

Appendix – Profile editor

It's important to ensure that your Business Profile is easy to read and has information that is relevant to prospective job seekers.

The following tips will assist you in creating a great profile:

Use headings - break content out into headings that are appealing to a job seeker, such as:

- About us
- Working with us
- Perks and benefits
- Types of jobs in our business
- Why people love working with us

Add call to actions – prompt job seekers to take the next step:

Join our Talent Pool

Can't find the job you're looking for? Join our Talent Pool.

Join us

Go here <add link to job search results for your business name> to find our current vacancies.