

VetNurse.co.uk Jobs

Maximising the response to your veterinary recruitment advertising.

On 19th August 2016, VetNurse.co.uk carried out a survey amongst its members to try and help inform practices about how best to maximise the results of their recruitment advertising.

206 veterinary nurses took part, describing themselves as having recently looked for a job, or actively looking for a job, or could imagine looking for a job in the foreseeable future.

These are the conclusions of the survey. Whilst some of them might seem a bit self-evident, what is more instructive here is the order in which various responses were ranked.

In short, it's a numbers game, and the more people you can appeal to, both in terms of where you place your advert and the words you use in it, the greater the chance of success.

Advertise Online

85% of veterinary nurses said they were likely to spend most time browsing for jobs online, as opposed to magazine classifieds (12%).

We say: An incontrovertible argument for advertising veterinary job vacancies online. And where better than in front of the biggest online community of veterinary nurses in the UK: VetNurse.co.uk Jobs.

Location, location, location

When asked how far from where they currently live that they would be prepared to work, 54% said no more than 15 miles (30 minutes travel) and 86% said no further than 30 miles away (one hour's travel).

How far from where you currently live would you be prepared to work?	
Up to 15 miles away (or 30 minutes travel)	53.9%
Up to 30 miles away (or 1 hour's travel)	32.5%
Up to 45 miles away (or 1.5 hour's travel)	2.4%
I would be happy to relocate up to 50 miles away	1%
I would be happy to relocate up to 100 miles away	1.5%
I would be happy to relocate anywhere in the UK	2.4%
I would be happy to relocate anywhere in the world	6.3%

We say: Again, this presents a strong case for advertising online, where technology allows the jobseeker to search geographically so much more easily than they can when looking through classifieds in a magazine. VetNurse.co.uk also allows jobseekers to subscribe for email alerts when an opportunity arises in a specific area.

Play to your strengths

We asked respondents to rank various job attributes in terms of their importance. This was a pre-selected list, so does not allow for the fact that there might be other, more important job attributes or that the least highly ranked are almost completely unimportant.

Job attribute	Score	Rank
Valued / feel appreciated (esp. by veterinary surgeons) as part of a collaborative team	2195	1
Pay	2065	2
Work-life balance (flexible hours or part-time)	2022	3
Good staffing levels to ensure fair distribution of workload	1799	4
Good leadership (firm but fair boss)	1704	5
The clinical facilities and equipment	1606	6
Opportunity to learn and develop (CPD)	1551	7
Opportunity to use specific talents in practice, such as nurse clinics and Schedule 3.	1441	8
Holiday entitlement	1249	9
Working environment (the practice building)	1231	10
Type of clients	767	11
The local environment (ie a good part of town or beautiful countryside)	757	12
Accommodation	359	13

We say: The prospect of being valued as part of a collaborative team and being paid properly were the two most important job attributes for a veterinary nurse.

Clearly you need to craft your advert to meet the hopes and expectations of the largest number of candidates. If you think our list is a reasonably sound one, you should compose your advert to lead on your highest placed strengths.

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In other words, if you go the extra mile to make your staff feel like important members of the team, then that's the thing to lead on. If you're not so hot on that, then you need to highlight the next highest placed thing: the pay. And if you can't offer good financial package, then it's the work-life balance you need to stress. And so on.

One thing worth highlighting. Avoid saying things like 'Cakes on Friday' or 'Must love chocolate' in your advert. Over the years, countless nurses have remarked on VetNurse.co.uk how they find these kinds of 'enticements' patronising.

Show the team!

When asked which type of image they would find most compelling when used to illustrate a job advertisement, the largest percentage (38.4%) said 'a photo of the team I'll be working with', with 'a photo of some of the clinical facilities / equipment at the practice' in second place at 26.7%.

When browsing a list of jobs, what photograph used to illustrate a job advertisement are you likely to find MOST compelling or interesting, and would cause you to click for further info?	
A photograph of the team I'll be working with	38.4%
A photograph of some of the clinical facilities / equipment at the practice	26.7%
A photograph of the practice building	17.5%
The practice logo	14.6%
A photograph of a banana (or something else completely unrelated, but eye-catching)	2.4%
A photograph of the local village/town/city	0.5%

We say: Both veterinary nurses and veterinary surgeons said the most compelling illustration for a job advertisement is a photograph of the team they'll be working with.

VetNurse.co.uk allows you to display both your practice logo and a photograph of the team. If you can't get a teamshot, then get your smartphone out and take a snap of the clinical facilities or the building itself.

Out-of-hours

46.6% said they'd be prepared to do 1 in 10 to 1 in 5. 11.2% said they'd be happy to do 1 in 5 to 1 in 2. But with 42.2% of respondents saying they are not prepared to undertake *any* out-of-hours work, you obviously have a clear advantage if you outsource.

We say: If you don't outsource your OOH, you might be best advised to keep shtum about it until you've had the chance to explain all the other benefits of working for you.

What candidates are looking for ...

We asked respondents to describe their perfect job in three adjectives or short sentences. We've pulled out the adjectives to produce a 'word cloud' in which the most frequently used adjectives are the biggest (see next page).

The full list of perfect job descriptions is in the appendix at the end of this report.

We say: Obviously if everyone describes their practice as 'friendly', it's going to lose its impact. So this list shouldn't be read too prescriptively. It's more for inspiration.

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A word cloud of positive attributes for a veterinary job. The largest words are 'Well-paid' and 'Appreciative'. Other prominent words include 'Friendly', 'Caring', 'Busy', 'Fun', 'Interesting', 'Respectful', 'Supportive', 'High standards', 'Flexible', 'Rewarding', 'Happy', 'Challenging', 'Varied', 'Fair', 'Local', 'Motivating', 'Balanced', 'Forward-thinking', 'Professional', 'Organised', 'Enthusiastic', 'Enjoyable', 'Progressive', 'Exciting', 'Satisfying', 'Positive', 'Stress-free', 'Pleasant', 'Team', 'Open-minded', 'Hospital', 'Responsible', 'Honest', 'Leadership', 'Good facilities', 'Progressive', 'Enthusiastic', 'Enjoyable', 'Organised', 'Local', 'Motivating', 'Balanced', 'Forward-thinking', 'Professional', 'Organised', 'Enthusiastic', 'Enjoyable', 'Progressive', 'Exciting', 'Satisfying', 'Positive', 'Stress-free', 'Pleasant', 'Team', 'Open-minded', 'Hospital', 'Responsible', 'Honest', 'Leadership', 'Good facilities'.

Friendly
Well-paid
Appreciative
Caring
Busy
Fun
Interesting
Respectful
Supportive
High standards
Flexible
Rewarding
Happy
Challenging
Varied
Fair
Local
Motivating
Balanced
Forward-thinking
Professional
Organised
Enthusiastic
Enjoyable
Progressive
Exciting
Satisfying
Positive
Stress-free
Pleasant
Team
Open-minded
Hospital
Responsible
Honest
Leadership
Good facilities

Appendix 1. The Perfect Job

- 9 to 5, no ooh, no weekends
- A good team. Interesting and varied caseload. Nice clients - no chavs.
- A job where I am supported, respected and allowed to progress.
- A job where nurses are treated like gold dust
- A part time nursing job with a good work life balance and a happy friendly team of staff.
- Appreciated staff, reasonable bosses, good facilities
- Appreciated, well paid, nice team
- Appreciative, supportive and fair.
- Balanced, friendly, caring team
- Balanced, friendly, current
- Be appreciated, fulfilling, interesting
- Busy practice with good facilities giving a high standard of care with pay that reflects position
- Busy working environment with a wide variety of cases along with pleasant atmosphere.
- Busy, Supportive, Emergency
- Busy, passionate and caring
- Career progression, good management, work life balance
- Caring, fun, professional
- Challenging, appreciated, family type team
- Challenging, exciting, varied
- Challenging, interesting and worthwhile
- Charity work, friendly team
- Clear communications between all staff,
- Close to home. Good pay. Friendly team
- Emergency referral nurse
- Enjoyable, good teamwork and support.
- Excellent team approach. Good pay structure. Opportunity to progress myself.
- Exciting job with lots of opportunities
- Fair hours, valued staff member, non-repetitive
- Fair pay, rewarding, friendly team
- Fair, happy, relaxes
- Fairness with pay and time
- Feline only, busy clinics and close team
- Flexible hrs / great teamwork / cpd allowance
- Flexible, friendly, fun
- Forward thinking practice
- Forward thinking, flexible, friendly
- Friendly supportive teamwork
- Friendly team, good wage packet, fair boss
- Friendly team, great pay, fabulous reputation

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- Friendly team, opportunity for good nursing, flexible
- Friendly team, supportive manager, opportunities to progress
- Friendly, appreciative, helpful
- Friendly, fun and able to expand skill set
- Friendly, respectful, staff pet friendly
- Friendly, well paid, ability to progress
- Friendly, well-staffed, good work/life balance
- Friendly, helpful, easy going
- Fulfilling, stress-free, fun
- Fulfilling, varied and happy atmosphere
- Full time veterinary nurse
- Fun & friendly team. Training & support. Decent salary.
- Fun, busy but organised practice.
- Fun, busy, excellent team
- Fun, fair, flexible
- Fun, friendly, happy
- Good Team, reasonable hours, good salary
- Good friendly team.
- Good pay (well for a nurse), teamwork, good work/life balance and good management
- Good pay, hours, team and cases
- Good pay. Team spirit and working hours
- Good rate of pay, good ooh bonuses/recuperation or no ooh, close to home.
- Good salary. Good work colleagues. Fair opportunity to use skills
- Good supportive team. flexible hours to suit childcare. classing your colleagues as friends
- Good team environment
- Good team, allowed to nurse, fair boss
- Good team, good hours, reasonable pay
- Good team, good work life balance
- Good teamwork, good facilities/development, good pay
- Great practice, great team and plenty of opportunities to better myself as a vet nurse
- Great team environment, manageable workload, supportive & fun
- Great working and happy team, with good pay.
- Hard working, friendly, fun
- Having the staff and facilities to be able to offer a high standard of care.
- Head of department in referral practice
- High clinical standards
- High standards of care, good work life balance, excellent leadership
- Honest, friendly and nice people!
- Hospital well-paid no ooh
- Interesting and busy. Opportunity for career development
- Interesting cases, ecc, good work perks
- Interesting diverse fair
- Interesting work load, good pay, good colleagues

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- Interesting, team orientated, valued
- Interesting, trust, calm atmosphere
- Kind and caring environment with little stress
- Local to home, small team, non corporate
- Local, professional, friendly
- Local, team orientated, good pay
- Local. Good salary. Good Co-workers.
- Local. Well paid. Sole Charge
- Max pay, min hours!
- Mixed practice. OOH. Different every day
- Money, time & respect.
- Motivated staff, good fun, good clientele
- Night-work, fun, challenging
- No OOH, CPD and generous salary
- No OOH, Excellent Pay, Be the nurse you trained to be!
- No OOH/on call, lots of nurse clinics, friendly team
- No ooh, adequate pay, good team of workers
- No ooh, good friendly team, appreciation for hard work
- No ooh, good work/life balance, valued
- No ooh. Good working relationships. Being able to use my nursing skills to the max
- No weekends/OOH, excellent CPD allowance and salary, happy team with good work life balance.
- One I have
- One that uses my skill set, pays well and respectful work colleagues
- Part time exotic
- Part time, caring approach to clients and patients, well paid,
- Part time, tight/hard working team, busy.
- Part-time, happy team, interesting workload
- Professional, positive and compassionate
- Progressive. Patient-focussed. Community friendly (holding events etc)
- Proper compensation for my multi-tasking and knowledge of all departments in a vet practice
- Purpose-built practice, appreciated, organised
- Reasonable hours. Supportive environment. Good team.
- Referral or high level first opinion practice; progressive; friendly and open minded
- Referral, Anesthesia, Valued and respected by team
- Rewarding, challenging, pleasant atmosphere
- Rewarding, fun, satisfying
- Satisfaction. Feeling valued and appreciated. life balance
- Small animal and exotics. Progressive team. Caring staff
- Small animal, opportunities, work/life balance
- Small family run business.
- Small team, vets and nurses that work as a team, Vets that are knowledgeable and organised,

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- Specialist, good pay, valued
- Speciality leadership teamwork
- Stress free (management) real nursing
- Stressfree, happy, positive
- Structured organised motivated
- Supportive team
- Team based, appreciation of nurses, good pay
- Team work. Equality. Fair chances at tasks. Not commercial.
- The job I have.
- To be able to use and develop the skills I have gained, to contribute to a enthusiastic team
- To be valued financially,professionally & personally
- Valued, wage paid accordingly, team work
- Varied, high standard of practice/clinical care, working with like-minded people
- Varied, interesting work load including exotics.
- Varied, staff are friendly, teamwork
- Well organised and friendly
- Well paid , valued , enjoyable
- Well paid, skills utilized, fully staffed
- Work life balance
- Work life balance and not cleaning un-veterinary things
- Zoo work, good work life balance, no OOH
- appreciated team opportunities
- appreciation and paying after hours
- busy well paid
- caring, valued,work-life balance
- challenging, fast pace, appreciation
- cpd paid, nurse clinics encouraged, flexible hours
- flexible hours. good work life balance. decent pay increases
- flexible. motivational.
- friendly, team players,on hands boss
- friendly, varied, a cohesive team
- fun team, cares for clients&pets
- funny, specialized
- good work/life balance; A family type practice with room to grow; A decent paycheck and benefits.
- interesting, fair, motivating
- interesting,rewarding,honest
- job satisfaction, pay, part time
- monday-friday, no OOH, no weekends
- multi discipline referral anaesthesia specialist
- no more than a 30 minute drive from home, a 9.30am start and with regular breaks.
- no ooh, no weekends, no nights
- opportunity to be a rvn, dont employ non-qualfieds as nurses, interesting cases

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- opportunity to learn, work life balance, good leadership
- organised. no out of hours. good pay
- part time, good team, good management
- pay, hours, holidays
- referral/hospitals with inpatients. educational/learning new skills. balanced
- respected good facilities, high standards
- rewarding, educational (CPD), responsibility
- rewarding, opportunity to use skills, interesting caseload.
- specialist nurse role, no OOH, good pay
- supported, good team work, the ability to learn to new skills
- utilising skills, friendly team, good varied case load
- varied, fun, challenging
- varied, well paid and appreciated
- variety, caring, educational
- well paid and rewarding
- well paid, friendly team, home on time!
- Somewhere hard work is appreciated and rewarded, clinical standards are high and a non-corporate practice
- No reception and little interaction with the publi/clients. Busy but with time to provide thorough nursing care to each patient.
- Appreciated, seen as an equal member of the team and paid well for all the hard work and training VNs go through.
- engaging (don't do boredom), balanced (between work and home and getting to use my skills), respected (for the work done and skills brought), well-paid
- Good and up to date practice equipment. Enough staff. Good rate of pay for skills hours worked and training.
- A good team, no jealousy between team. Good leadership & employers who actually respect and reward staff
- Variable, range of chances to use skills, good team work between all including being respected/valued by vets
- Ideally, I would like a part time job in a non corporate practice, where you are valued & a part of a friendly team with good morals/ethics where the animal/client comes first.
- Great team with a thrive to provide the best care possible for each patient. Having the opportunity to learn from others.
- Freedom to use the skills I've been taught. A practice which is forward thinking and open to new ideas. Good equipment and facilities.
- Pay to correlate working hours and nursing experience, modern update clinical approach and equipment, continued development
- Good working environment delivering a high standard of care which rewards hard work, and commitment
- friendly, enthusiastic and caring team putting pets and client first. practice that looks after their staff and care about their learning and development.