

PART 2

Employer Resources & Action Steps



Winning talent today: A practical guide for employers

You've seen what job seekers want. Now it's time to bring it to life across your hiring experience. It's not about doing more. It's about doing better and smarter. It means rethinking your hiring experience to reflect what modern talent really values.

Follow these next steps:

Make hiring faster and simpler

Cut the friction so candidates stick with you.

CHECKLIST

- ☐ Streamline the application process — no duplicate resume uploads.
- ☐ Minimise interview rounds (aim for 1–2 rounds max).
- ☐ Set and communicate clear hiring timelines upfront.
- ☐ Remove unnecessary steps like cover letters unless truly required.
- ☐ Make rejection decisions fast — delay costs you top candidates.

Communicate like a human, not a robot
Build trust through clarity, responsiveness, and basic respect.

- CHECKLIST**
- ☐ Acknowledge every application quickly.
 - ☐ Keep candidates informed at each stage, even if it's just a status update.
 - ☐ Use automation where it helps, but keep the tone human.
 - ☐ Deliver rejections with empathy — even short messages make a difference.
 - ☐ Offer feedback when you can. It's remembered.

Be upfront about what you offer
Transparency earns trust and saves everyone time.

- CHECKLIST TO IMPROVE YOUR JOB ADS:**
- ☐ List salary ranges and benefits clearly.
 - ☐ Be specific about job responsibilities and performance expectations.
 - ☐ Explain what flexibility actually looks like (hybrid, fully remote, flexible hours).
 - ☐ Avoid jargon, keep job ads real, relatable, and clear.
 - ☐ Highlight growth and learning opportunities upfront.



Build workplaces where people want to stay

Flexibility, inclusion and purpose aren't perks – they're the new baseline.

CHECKLIST

- ☐ Offer real flexibility.
- ☐ Respect boundaries, no always-on expectations.
- ☐ Bake belonging into your hiring process not just policies
- ☐ Make sure candidates experience your values, not just read about them.
- ☐ Hire for potential, not just pedigree. Look beyond job titles.



PART 3

How can Indeed *help*?

Get your job ads in front of millions of Aussie job seekers

In hiring, relevance and visibility win. Sponsored Jobs are **4.1x more likely** to deliver candidates who move forward in the hiring process.⁵²

Over 610 million job seekers search for jobs on Indeed every month.⁵³ You can post jobs for free or pay to sponsor them for even better results:

- **More visibility** – Your ad stays on page one longer.
- **More reach** – You attract more candidates, faster.
- **Better results** – You connect with the right people at the right time.

Show candidates why they should choose you

Job seekers want the full picture. With **Indeed's Employer Branding tools**, you can give it to them.

- **Claim your [Company Page](#)** to share your culture, benefits, values and more.
- Use the **[Employer Branding Hub](#)** (Indeed + Glassdoor) to boost visibility and shift perceptions.
- Run **targeted branding ads** across Indeed, Glassdoor and beyond to boost awareness and shift brand perception.



Tap into smart hiring tech to move faster and hire with confidence

Use **Indeed Smart Sourcing** to match great candidates to your job and cut the time to hire.

With 330 million+ sourceable profiles, you can:

- Instantly receive and evaluate quality candidates matched to your unique job criteria.
- Find talent for hard-to-fill roles using unlimited search.
- Seamlessly share candidate information and activity with your team and hiring managers
- Track team activity, recruiter adoption and activity from one admin dashboard.

**Indeed is not just a platform;
it's your strategic partner in the competition for talent.**
Visit au.indeed.com/hire to get started.