

SEEK is New Zealand's (and Australia's) number one employment marketplace. Launched in 1998, today there are more than 1.1 million New Zealand SEEK profiles. While there are numerous New Zealand online job boards competing for a slice of the market, SEEK continues to be the favoured job advertising forum for employers and recruitment agencies alike.

## Why create a SEEK profile?

Creating a SEEK profile gives you another tool in your job search arsenal, supplementing your job search activity such as networking, LinkedIn, online job boards, direct marketing and working with recruitment agencies. While many people are familiar with searching SEEK for job opportunities, having a SEEK profile allows employers and recruiters to actively connect with you when your skills and experience match their job criteria.

## Who can view my SEEK profile?

While your LinkedIn profile is open for the world to see, your SEEK profile is only available to employers and recruiters who are registered with SEEK and are actively advertising jobs and searching for talent like you. You can control who can see your SEEK profile, what content and contact details are visible. There are three privacy settings:

1. **Standard** – maximum visibility allowing employers who have registered with SEEK to view your profile and CV, and contact you directly with opportunities.
2. **Limited** – allows registered employers view your profile, but not your CV. They can only contact you via SEEK.
3. **Hidden** – most private setting, employers cannot view your profile, CV or contact details.

## How to create a SEEK profile

Creating a basic SEEK profile is straightforward and takes less than 5 minutes. Just click on the link below and follow the prompts and helpful instructions:

<https://www.seek.co.nz/sign-up>

## Key parts of your SEEK profile

1. Personal Summary
2. Career History
3. Education
4. Key skills
5. Your CV (attached as either Microsoft Word document, Adobe Acrobat PDF, or text file)
6. Your Preferences:
  - Availability
  - Preferred type of work i.e. fulltime, contract, part-time
  - Location
  - Minimum salary
  - Role classification
  - Approachability On/Off

### Maximise your searchability

1. **Allow your CV to be accessed:** If privacy is a concern, ensure your CV only has your mobile and email address listed.
2. **Spelling!** Your SEEK profile is your brand, ensuring spelling and grammar is correct is a no-brainer.
3. **Keywords:** Recruiters and employers search by keywords, so including as much detail as possible about your skills and experience maximises your chance of appearing in searches. Ensure you include technical skills and/or systems i.e. Excel, Agile, Xero, SAP. Put yourself in the employer's shoes and think about key words you would search for.
4. **\$\$\$:** Including your minimum salary ensures job opportunities are a better match with your non-negotiables.
5. **Keep it Current:** Even if you're not actively searching for a job, keeping your SEEK profile current keeps you informed of potential opportunities.
6. **Market your Point of Difference:** In a competitive job market informing a prospective employer of what makes you stand out from the crowd and gives you an edge over other candidates vying for the same role.