

# How to Set Up An Employer Profile on Vetme

A step-by-step guide to help you create a strong presence

## Setting Up Your Employer Profile - Why It's Important

Thank you for joining Vetme and we're excited to have you in our Community.

To help you get the most out of your Employer profile, we've put together a few simple suggestions designed to make it easy for potential candidates to get a feel for your clinic and encourage the right people to apply or connect.

You can also read more here in our blog post: [Why Every Veterinary Business Should Set Up a Vetme Employer Profile — Even If You're Not Hiring Yet](#)

**Did You Know?** Candidates can choose to **Follow** your **Employer Profile**, and will be automatically notified when you post a job listing. This is another compelling reason to set up a detailed and engaging Employer Profile.

## Let's Get Started (Already registered? Start at Your Company Profile)

- 1. Register as an Employer:** Visit [www.vetme.com.au](http://www.vetme.com.au) and click **'Login'** in the top right-hand corner.
- 2. Click Employer and fill in the necessary details:** NOTE - when filling in **'Organisation Name'**, use your full business name as this will appear on your Profile and all Job Listings. Click **SIGN UP** button
- 3. Account Activation:** An **ACCOUNT ACTIVATION** pop-up box will then appear.
- 4. Check Your Email:** You should receive a **Vetme: Account Approval Link** email, and you can either:
  - Cut and paste the Activation Code into the pop-up box and click **Activate Account**, which takes you straight to your dashboard, OR
  - Click the **Activation Link** in the email, which takes you to the Vetme homepage. Then, click **Dashboard** in the top menu.

## Already Registered? Start Here: Your Company Profile

- 1. Company Profile:** Click **Company Profile** in the left-hand menu.
- 2. Upload Your Logo:** Your logo is your first impression and helps to personalise your listing: it helps job seekers to recognise and remember your clinic, it builds recognition and trust, it helps you stand out in a list of jobs & and it looks professional and established.

Under the grey circle above the left-hand menu, click **+Upload Company Logo** and select your preferred logo. Use the Drag & Zoom tool to resize your logo to fit the square and click **Save Image**.

**3. Add Your Jobs Cover Photo:** This image appears on your Employer Profile and all of your Job Listings, so choose one that reflects your business brand and culture, e.g. a team photo, caring for a patient, etc.

**(NOTE: The image must be a landscape aspect and suit the available banner space - 1000px x 200px).** Click **+Upload Jobs Cover Photo** button and select your preferred image.

**4. Confirm Company Details:** Basic company details have been populated from your initial registration, but check that they are correct.

## Your Company Profile (continued)

**5. About the Company:** Help candidates get a feel for your team, culture, and what it's like to work with you. A well-written company description gives job seekers insight into your clinic or business, beyond what's in a job ad. Even a few simple sentences about who you are and how you work can make a big difference.

If you really want to stand out here are some **optional** sections and prompts you may like to include:

**a) About Us:** Share a short overview of your business – who you are, what you do, and what makes your clinic or company unique. If you pay above award rates, share that information too.

**b) Our Team & Culture:** What kind of people thrive in your team? Is it relaxed and friendly, fast-paced and high-performing, or somewhere in between? Include your mission, values, and how they show up in day-to-day practice. Introduce your current team. You could mention team size, the mix of roles, specialties, or even include a fun group photo or clinic cat photo.

**c) Why Join Us?:** Highlight the unique perks of working at your clinic – culture, growth, team spirit, and what your team loves most.

**d) Workplace Benefits & Support:** Use subheadings here if needed, for example:

- *Family-Friendly & Flexible Work Policies* - e.g. split shifts, school pick-up accommodation, PTO options
- *Professional Development Support* - e.g. CPD allowance, study leave, mentorship
- *New Graduate Programs* - structured onboarding, buddy systems, training plans
- *Mental Health & Wellness* - access to EAP, wellbeing days, mental health first aiders
- *Diversity & Inclusion* - policies or initiatives that support inclusive hiring and culture
- *Sustainability Initiatives* - participating in **Vets for Climate Action: Climate Care Program**, green initiatives, recycling, local community involvement

**e) The Day-to-Day:** Give a realistic picture of what it's like to work with you e.g. caseload, consult length, equipment, schedule flexibility.

**f) Our Location:** Describe your local area e.g. lifestyle benefits, things to do, commute options, nearby cafes, etc.

**g) Testimonials:** Ask a team member (or two) to share what they like about working at your clinic or business. Keep it natural and authentic.

**h) What We're Looking For:** Even if you're not hiring now, let future candidates know the kind of people who thrive in your workplace.

**i) Contact Us or Let's Chat:** Make it easy for people to reach out with questions or expressions of interest, even if no role is currently advertised.

**6. Other Information - Workplace Benefits & Support:** Click the boxes of the benefits and support offered at your practice, and make sure you've included more specific information in the 'About the Company' section.

**7. Social Links:** Include the links to all of your social media accounts

**8. Address/Location:** Confirm these details are correct

**9. Account Members:** If your job listing will be managed by more than one person, make use of the **+Add Account Members** to register and give team members access to your Employer account. You can choose the level of access for each individual member.

**10. Team Members:** Add team members

**11. Company Photos/Videos:** upload up to five photos or videos to build trust and help potential employees visualise working at your business.

**12. Save Your Settings:** Click **Save Settings**