

## BRIEF FACTS

- Age:** 31
- Lives:** Lives in own small house with husband in Henley Beach, Adelaide
- Drives:** Small to mid Peugeot 207
- Work:** Full-time recruiter for international development company - bid/project teams
- Education:** Bachelor of Arts (International Studies)
- Tech:** HP Desktop at work, HP laptop at home
- Phone:** Samsung (when out of contract soon will get an iPhone)



# Sarah

## Recruiter, Contractor (Job Advertiser)

### SITE GOALS

1. Posting up job ads, seeking candidates online
2. Searching for candidates online

"I spend a lot of time online for work, running through recruitment websites. All systems are different, so I need them to be logical, easy to use, with clear instructions and searches that I can tailor - and ones that reach the best candidates."

## ABOUT SARAH

### Goals:

- More time travelling, maybe work overseas
- Change job - become a Project Manager
- Maybe move to a larger house

### Motivations:

- Exercise and keeping fit
- Career-wise - development aid and poverty alleviation project work (including field work)

### Interests:

- Listening to and playing music (classical and contemporary), playing my piano
- Cookbooks/shows (like MasterChef), dinner with friends over

## ONLINE ACTIVITIES

### Can't stand:

- Getting email or facebook spam, because my name's on a few websites when I'm placing adverts for jobs
- The lack of privacy and unsolicited (odd) emails that aren't credible, wanting to chat or send CV through

### Loves:

- Logical systems to use that are easy to navigate, hyperlinks are good and previewing job adverts pre-post
- Being able to save historical searches, edit or adapt search and tailor it on candidates
- Instructions on how to input data to get the best results (e.g. quotation marks, plus signs, commas)

### During the day:

- Morning: emails, news, searches on online recruitment system/online dev databases (devex then oz gateway)
- Midday: google internet research (by country or sector topics depending on bid/project team needs/focus)
- Afternoon: emails, LinkedIn
- Evening: YouTube, Facebook, emails from home

## TECH AWARENESS PROFILE

- Overall:** Mid Adopter
- Attitude to technology:** Engaged
- Web usage:** Aware, often checks
- Online activities:** Sometimes broad
- Connectivity:** Quite frequent
- Preferred device:** PC
- Competency:** Mid level



## NEEDS FROM THE GATEWAY SITE

"With my name on a few websites when I'm placing adverts for jobs, I find it blurs the line of contact in social media like facebook or skype (maybe that's why I'm not so mad on it). I get contacted by people and it's often not credible. I deal with so many people over the phone or interviewing in person."

## FAVOURITE SITES

