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AUSTRAL VOLVO



## Youth jobs site to use video profiles to interest employers

Thursday 12 April 2007

Innovative new employment site, Hippo Jobs, will use *YouTube*-inspired tactics, such as uploading videos of potential employees, to grow the part-time and casual youth jobs market.

The site launches nationally next week with over 4,000 jobs already on the books—founder James Masini says positive employer response is a reflection of the level of competition to secure part-time and casual employees.

"The part-time and casual segments of the employment market are exceptionally tight and to make matters more challenging for employers, young employees are extremely transient," says Masini.

"While Australia has 1.8 million young people employed in part-time and casual positions, we strongly believe that Hippo will help increase the number of job seekers because the site will provide easy access to jobs and employers."

He says many young Australians do not pursue part-time employment because the process is simply too hard.

"Now rather than knocking on doors, hounding contacts or cold calling, potential applicants can build a profile of themselves that tells a much more compelling story than a thin resume and then have Hippo deliver it to employers who want young people with those attributes," says Masini.

One profiling feature of the site will allow applicants to post a video from their mobile phone, digital camera or webcam to visually display their attributes to employers.

Masini says not only does this mean personalities can be communicated, but employers have an opportunity to see before they interview.

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