



EDUCATION, VET, TECHNICAL AND FACILITIES RECRUITMENT



“For us, it’s a no-brainer.”

“We were hesitant at first about making the financial investment, but the return on investment has far exceeded our expectations.”

Michael Gammon · Director, Careers in Demand

8 placements made so far from our campaigns

96 employers replied interested in talking

6 new vacancies came through in a single week

174 more said “not right now”, so they can go back to them later

THE CHALLENGE

Careers in Demand recruits for education and training providers, construction, and technical and facilities employers, and offers consulting alongside recruitment.

New clients mostly came through their own network. The hard part was getting in front of the people who could actually hire them.

WHAT WE DID

- Agreed the target market with them first: industries, states, employer size and the people who make hiring decisions.
- Built a separate campaign for each market, with its own message, approved by them before anything went out.
- Sent the emails and follow-ups. About four in five interested replies came on the second or third email.
- Sorted every reply and sent interested employers straight to their team, with every conversation in one dashboard.

THE RESULT

- 8 placements so far, with six more vacancies in a single week.
- Placements in building and construction, education, facilities management, mining, administration and finance.
- 96 interested employers, plus 174 “not right now” replies to go back to.

ACTUAL REPLIES FROM EMPLOYERS WANTING TO TALK

Real emails sent back to our campaigns. Names removed.

DIRECTOR, TRAINING PROVIDER

“We have a few trainer roles open across the state that we are having some trouble finding suitable candidates for. Are you free today or tomorrow to chat?”

CHIEF EXECUTIVE OFFICER

“Our main need at the moment would be heavy vehicle driving instructors to fill roles in our Ballarat and Sale branches. Do you have anyone who fits this requirement?”

PROJECT MANAGER, TECHNICAL SERVICES

“Please see the following link for the type of role we’re looking to fill. Please let me know if you have anyone that fits that description.”



In Michael's words

Michael Gammon · Director, Careers in Demand

BEFORE CLCK

"We relied heavily on our existing networks and spent a lot of time chasing opportunities for both consulting and recruitment. The biggest challenge was getting access to the decision-makers who could actually engage our services."

WHAT CHANGED

"CLCK changed that. They gave us direct access to the right people and got us to the table with decision-makers, so we could have real conversations about their needs and how we could help. The time it's saved us is huge."

THE RESULTS

"We've made 8 placements to date, with a further six vacancies coming through in the past week alone. We're also seeing new clients come on board daily."

WHAT MADE IT WORK

"The key messaging! And the care and follow-up from the CLCK team has been exceptional. The dashboard is really simple to use, and we can see the whole conversation with every employer."

WORKING WITH CLCK

"They genuinely care about our organisation and are invested in helping us grow. It's rare to find a partner who takes the time to truly understand your business, your goals and your challenges... It's made a real difference to how we connect with potential clients."

THEIR ADVICE TO OTHER RECRUITERS

"The results have shown the value of having the right partner... We'd have absolutely no hesitation recommending CLCK to anyone looking to strengthen their client pipeline and connect with the right decision-makers."



Want the same for your agency?

Every plan comes with a guarantee: a set number of interested employers in your first 90 days of sending, or we keep working for free until you get there.

recruitment.clck.au