

THE VET CLINIC CULTURAL VISIBILITY STRESS TEST

for veterinary clinics
advertising the same role for
multiple months

This test examines one thing only:
**whether a job ad is carrying more Applicant
Decision Weight than it was designed for.**

It takes less than 3 minutes to complete.

Most long-running vacancies aren't *reach* problems -
they're applicant decision-to-apply problems.

Before you begin

For this stress test to be useful, there's one important rule.

When answering the questions, **exclude**:

- *Your own website*
- *Your own social media channels*
- *Any platform where your clinic writes and controls.*

We're only assessing what exists outside clinic-controlled spaces.

This isn't about whether you talk about your culture.

It's about whether your culture is visible independently of you describing it.

Answer Yes or No to each question.

The Stress Test - Part 1

INDEPENDENT VISIBILITY

Answer **Yes** or **No** to each question.

01 *Outside of platforms your clinic controls, is there a recruitment-focused space where vets or nurses can learn how your clinic actually operates?* Yes No

02 *Outside of your own website and social media channels, can a hesitant (to apply) vet or nurse hear more than one team member speaking in their own words about working in your clinic?* Yes No

03 *Outside of clinic-controlled spaces, is there visible evidence of what an ordinary week looks like — not just what you say you value?* Yes No

04 *Outside of platforms where your clinic writes and controls the narrative, can a vet or nurse evaluate cultural fit without needing to contact you directly?* Yes No

The Stress Test - Part 2

RECRUITMENT INFRASTRUCTURE

Answer **Yes** or **No** to each question.

05 *Outside of clinic-controlled spaces, does any recruitment-focused space show that your culture story is visible — not a one-off update?* Yes No

06 *Is that space (Q5) clearly built for recruitment — not for your clients (pet owners)?* Yes No

07 *Does your job ad link directly to an independent recruitment space that a vet or nurse can access immediately after reading the advert?* Yes No

08 *Is your clinic discoverable as a workplace within the wider veterinary job market — even when you are not actively advertising?* Yes No

Your Results

External Workplace Visibility Score

(Questions 1-4)

Count how many “Yes” answers you have.

0-1 Yes

Your clinic has very little independent visibility as a workplace.

2-3 Yes

Some independent online visibility exists, but it may not be consistent or strong enough to reduce vet/nurse applicant hesitation on its own.

4 Yes

You have meaningful independent online visibility as a workplace.

Recruitment Infrastructure Score

(Questions 5-8)

Count how many “Yes” answers you have.

0-1 Yes

Your job ads are likely carrying most of the decision-to-apply weight.

2-3 Yes

You have elements of recruitment infrastructure, but they may not be working together consistently.

4 Yes

You likely have structured recruitment infrastructure in place.

Overall Score

(Add both sections together. Maximum = 8)

0-4

Your job ad is likely carrying the decision-to-apply alone.

5-6

Some structural support exists, but hesitation to apply may still persist.

7-8

You likely have meaningful culture visibility and infrastructure in place.

NOTES:

Clinics can score reasonably on culture visibility and still experience long-running vacancies if infrastructure is thin.

Hesitation to apply persists when the job ad is left to carry the decision-to-apply alone.

If the overall score is below 7, your job ad may be carrying more Applicant Decision Weight than it was designed to – particularly in a market where many roles look similar on paper.



A final reality check

This stress test measures **visibility** and **infrastructure** only.

It does not measure reputation.

If your vacancy has been live for months, hesitation may also be influenced by how your clinic is perceived in the wider veterinary community.

It could be that:

- There is limited visibility, even if your culture is strong.
- There are unresolved cultural issues internally.
- Your clinic has improved any historical cultural challenges it might have had – but the market hasn't caught up yet.

Reputation has momentum.

So does silence.

If your clinic has changed, but the wider market still remembers *what was* – not what *is* – structured, ongoing visibility becomes even more important.

Visibility reduces applicant hesitation to apply caused by perceived uncertainty.

Recruitment infrastructure cannot erase reputation overnight – but it can help reshape how your clinic is understood going forward.

Recruitment Infrastructure & Applicant Decision Weight Matrix

There are two elements in the Applicant Decision Weight Matrix

External Workplace Visibility ↔
Recruitment Infrastructure ↑↓

Here's what those mean in practical terms.

External Workplace Visibility ↔

External Workplace Visibility (x-axis) refers to how easily vets and nurses can find information about what it's like to work at a clinic – beyond a job ad and beyond platforms designed for clinics' pet owning clients.

Examples may include:

- Independent workplace reviews (e.g., Glassdoor)
- Seek Employer Corporate Profiles
- A recruitment-dedicated presence separate from a client-facing website

Visibility means information can be found.

However, it does *not* mean that information is structured, connected, or designed to support the decision to apply.

Recruitment Infrastructure ↑↓

Recruitment Infrastructure (y-axis) is the structured system that supports the apply decision *beyond the job ad*.

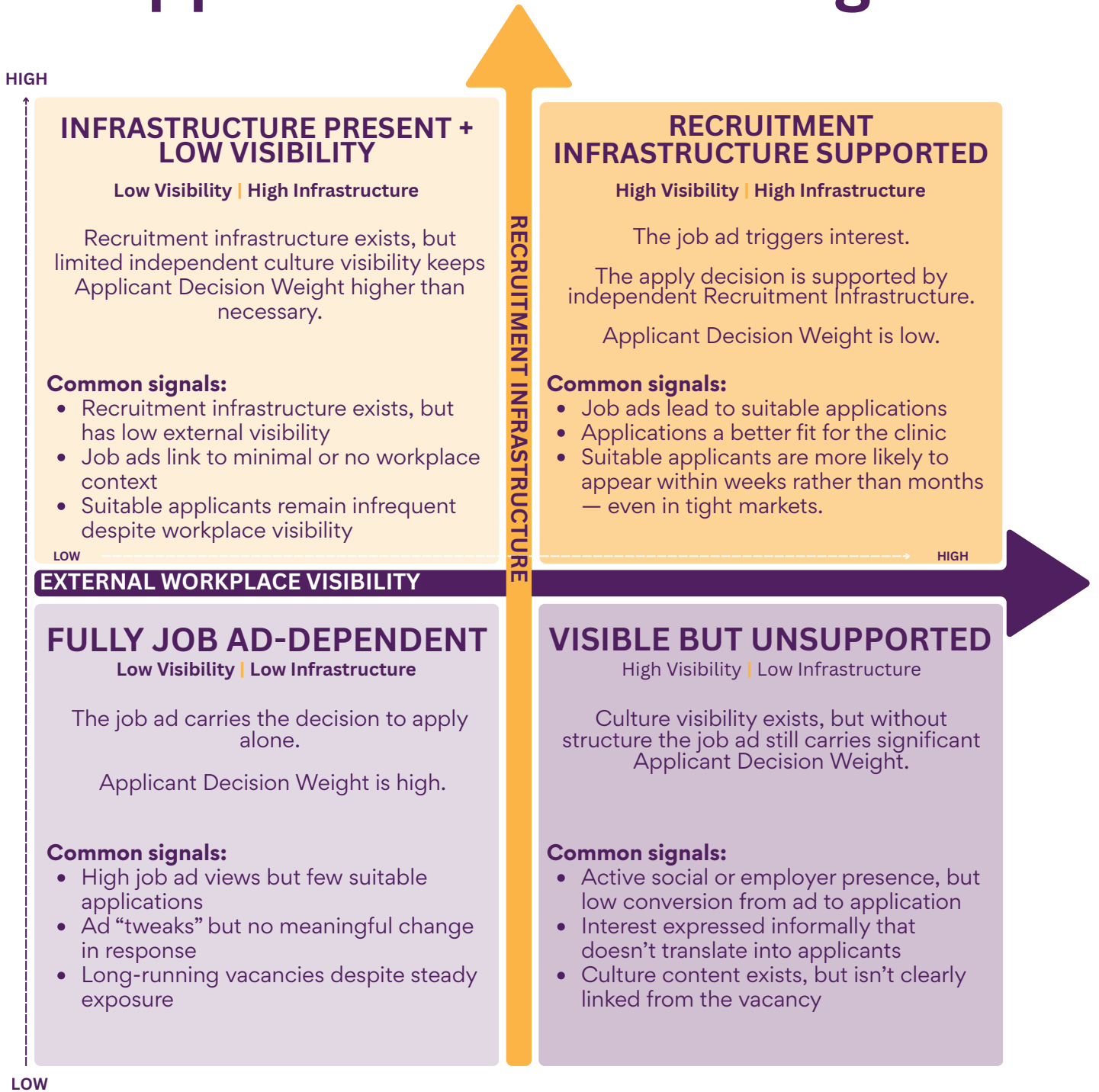
It's *intentional* and *recruitment-specific*.

It may include:

- A *recruitment-dedicated* home (separate to the clinic's client-facing website)
- Clear linkage from job ad to deeper workplace information
- Organised culture stories designed to reduce uncertainty before a vet or nurse makes contact

Infrastructure isn't simply "having content." It's having that *content structured and connected in a way that supports an applicant's decision to apply*.

Recruitment Infrastructure & Applicant Decision Weight



Applicant Decision Weight *decreases* as **Recruitment Infrastructure** and **External Workplace Visibility** *increase*.

In tighter, skills-shortage markets, the **gap between exposure and application** becomes **more pronounced**.



Next Step

If this reached you, a quick reply with:

“WE RECEIVED”

would be appreciated. Thank you.

If you'd like us to review your current job ad in light of your results, please reply with:

“PLEASE REVIEW”

We'll review your current ad and share a straightforward view on whether applicant hesitation appears to be part of the issue – or whether something else may be at play.

IF YOU HAVE QUESTIONS

Please get in touch direct - we're happy to answer all and any questions:

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