

## RECRUITING

# Tech & Support Staff Job Ad Creation Guide

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### Introduction: How to Use This Guide

This guide will walk you through creating a job ad that is **specific, authentic, and unique to your practice**. The strongest ads reflect who you are, what makes your hospital special, and why someone would want to work on your team.

You'll see examples, templates, and pick-and-paste options throughout. The highlighted/customizable sections should be tailored with details about your practice. Don't feel confined by any single format — mix, match, and make it your own.

When you submit your ad to the Tech & Support Staff Recruiting Team, we will transpose it into Vetcor's standardized posting template in order to:

- Optimize for mobile viewing (~70% of candidates search on phones)
- Surface key info (position details, pay, benefits) near the top
- Leverage Indeed algorithms (~85% of candidates apply through Indeed)

### What the Final Job Ad Will Look Like:

**[Practice Name] is Hiring a [Position]!**

#### Position Details

- **Role:** Specific Job Title
- **Status:** Full-time or Part-time
- **Salary:** Negotiable and based on experience / \$X-\$Y per hour
- **Schedule:** e.g., Monday-Friday; rotating Saturdays; no nights/holidays

## Benefits Highlights *(edited for content based on role/region)*

- **Financial Rewards that Grow with You:** Competitive pay, 401(k) matching, tuition support, referral bonuses
- **Wellness & Peace of Mind:** Medical, dental, vision, supplemental plans, generous PTO, paid parental leave, employee pet discounts
- **Professional Growth & Recognition:** CE allowance, license/VTNE reimbursement, uniform allowance, team bonuses
- **Lifestyle Perks:** Paid holidays, Employee Assistance Program

## Body of the Ad

1. Opening Paragraph (practice-specific)
2. Why You'll Love It Here
3. What You'll Do
4. What You'll Bring
5. Optional: Team Expectations / Extra Perks
6. Closing Line / Call to Action
7. DEI Statement

## Call To Action/Closing Line

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## Job Ad Builder: Pick & Paste Steps

### Step 1 – Write Your Opening Paragraph (Highly Recommended)

Before choosing a template, try writing **1–3 sentences** that include 3–5 of the items below:

#### Practice Basics

- Practice name & location
- # of doctors/team size
- Small animal / mixed / large / exotics

#### What Makes You Unique

- AAHA / Fear Free / Cat Friendly
- Case mix (wellness, surgery, dentistry, acupuncture, reproductive services, large animal services, urgent care, etc.)



- Equipment you're proud of (digital rads, ultrasound, laser, in-house lab)

### **Schedule Highlights**

- No nights / no holidays / no weekends
- 4-day workweeks / flexible scheduling / rotating Saturday shifts
- Predictable schedule & actual lunch breaks

### **Culture & Vibe**

- Supportive, collaborative team
- Mentorship/training environment
- Fun traditions: birthday lunches, snack bar, themed dress days, team outings

### **Who You're Looking For**

- Experienced tech / assistant / receptionist
- Someone who loves teamwork, learning, and great client communication

### **What Your Practice Is Proud Of**

- Medicine
- Culture
- Training
- Client service

### **Special Services Your Practice Offers**

- Specialty surgery
- Acupuncture
- Laser therapy
- Exotics
- Ultrasound
- Rehabilitation
- Reproductive services

**Can't think of a great opening paragraph? Customize one of the following instead (Choose 1)**

#### **1. Who We Are + Culture**

At **[Practice Name]**, we're a **[# doctor]** **[small animal/mixed/large animal]** practice



located in **[City, State]**, and we're known for **[1–2 things you're proud of: supportive culture / high-quality medicine / client service / mentorship]**. We're looking for a **[Position Title]** who is passionate about **[patient care / client service / teamwork]** and excited to join a team that truly enjoys working together. If you're looking for a clinic where your contributions are valued and your growth is supported, you may have just found your home.

## 2. Work-Life Balance Hook

Looking for a veterinary job that doesn't come with a schedule that reads like a BINGO card? At **[Practice Name]** in **[City, State]**, we believe you can provide excellent patient care *and* have a life outside the hospital. We're a **[# doctor] [small animal/mixed]** practice offering **[schedule highlight: no nights/rotating Saturdays/4-day workweeks/etc.]**, and we're searching for a **[Position Title]** who loves **[pets/medicine/helping people]** and thrives in a supportive, team-first environment.

## 3. What Makes Us Different

**[Practice Name]** is not your average veterinary hospital — and we like it that way. We're a **[# doctor] [small animal/mixed/exotics]** practice in **[City, State]** that's proud of our **[Fear Free/AAHA/Cat Friendly/other]** approach and our focus on **[excellent patient care + positive client experience]**. We're currently hiring a **[Position Title]** to join our team, and we're looking for someone who values **[teamwork/kindness/growth]** as much as we do.

## 4. Medicine, Growth, & Skill Use

At **[Practice Name]**, we're proud of the medicine we practice — and we're just as proud of the team that makes it happen. We're a **[# doctor] [small animal/mixed]** hospital in **[City, State]** offering a wide variety of cases including **[dentistry/surgery/urgent care/exotics/etc.]**. We're looking for a **[Position Title]** who wants to use their skills daily, continue learning, and be part of a clinic culture that supports one another (and keeps things positive, even on the busy days).

## 5. Fun + Personality

If you consider pet hair a fashion accessory and carry treats in your pockets "just in case"... you'll fit right in at **[Practice Name]**! We're a **[# doctor] [small animal/mixed]** practice in **[City, State]** with a team culture that's best described as **[fun/supportive/fast-paced/low-drama/etc.]**. We're hiring a **[Position Title]** who loves **[patient care/client service/teamwork]** and wants to join a clinic where people genuinely enjoy coming to work.

## 6. Mentorship + Support

Whether you're experienced or still growing into your role, **[Practice Name]** is a place where



you'll be supported, encouraged, and appreciated. We're a [# doctor] [small animal/mixed] hospital in [City, State] known for [mentorship/training/team culture], and we're looking for a [Position Title] who is excited to learn, jump in, and be part of a team that truly has each other's backs. If you're looking for a clinic that will invest in your growth, we'd love to meet you.

### 7. Rockstar / Underutilized

Calling rockstar Veterinary Technicians! Are you feeling underutilized—or maybe a little undervalued? If you're ready to be recognized for your skills and empowered to use the talents you worked so hard to master, \$practice wants you on our team.

### 8. Must Love Dogs

Is your dating profile tagline "Must Love Dogs"? Do you wish someone would bottle puppy breath? If you're happiest surrounded by wagging tails and a team that gets it, the crew at \$practice would love to talk.

### 9. Must Love Dogs + Cats

Is your dating profile tagline "Must Love Dogs," but you secretly believe cats run the world? Same. If you love it all—from puppy kisses to kitty headbutts—\$practice might be your people.

### 10. Nurturing the Human-Animal Bond

Are you passionate about animal welfare and nurturing the human-animal bond? Do you believe client education is key to lifelong pet health? If so, \$practice would love to welcome you to our team.

### 11. Need a Change

Do you feel stagnant, undervalued, or burned out? Are you craving a role that lights your fire—not burns you out? \$practice is building something special, and we'd love to meet someone who wants a healthier, happier clinic home.

### 12. "That Practice" People Talk About

We're "that practice"—the one people want to work at. At \$practice, we're proud of the care we provide and the culture we've built. If you're looking for teamwork, respect, and a place where you can be your authentic self, keep reading.

### 13. Well-Established + Authentic

\$practice is a well-established [# doctor] practice with a strong support team committed to excellent care. We're a group of compassionate professionals who show up for each other, celebrate each other, and welcome you exactly as you are.



## 14. Cool Heads Prevail

Do you believe teamwork and cool heads prevail? That patient care and client care go hand-in-hand? If you're looking for a supportive, upbeat environment that values kindness and competence, **\$practice** wants you on our team.

## 15. Powerhouse Skill Flex

Ready to flex your veterinary skills and use them daily with confidence? Looking for a team that trusts you, supports you, and keeps learning together? **\$practice** is the powerhouse you've been looking for.

## Step 2 – Why You'll Love It Here (Choose 4–7)

### Culture & Team

- A supportive team that genuinely helps each other (no egos, no drama)
- A “better together” culture—wins are shared and challenges aren't faced alone
- A workplace where being yourself isn't just allowed—it's encouraged
- We celebrate birthdays, milestones, and the little wins that matter
- Leaders who listen, value your ideas, and appreciate your contributions

### Schedule & Balance

- Predictable scheduling and respect for your time
- No nights / no holidays (if applicable)
- Rotating Saturdays so you still get your weekends
- Real lunch breaks (yes, actually)
- Flexibility when life happens

### Growth & Support

- Mentorship and training so you can keep leveling up
- Opportunities to expand your skillset and take on more (if you want it)
- A team that loves learning—CE and development are encouraged
- Supportive environment where questions are welcomed and growth is expected

### Medicine Highlights

- Diverse caseload and the chance to use a wide variety of skills
- High standards of care with a team that's proud of the medicine we practice
- Fear Free / low-stress handling focus (if applicable)



- Opportunities to work with services like **[dentistry/anesthesia/laser/ultrasound/exotics/acupuncture, etc.]**

### Step 3 – What You’ll Do (Choose 5-7)

#### **Techs & Assistants**

- Triage patients and obtain thorough histories, vitals, and patient assessments
- Assist veterinarians during exams, treatments, and procedures
- Provide compassionate, high-quality nursing care to patients from intake through discharge
- Prepare and administer medications, vaccines, and treatments as directed
- Perform venipuncture, catheter placement, fluid therapy, and sample collection
- Obtain high-quality radiographs and maintain imaging standards
- Run in-house laboratory testing (CBC/chemistry, urinalysis, cytology, fecals, etc.)
- Support surgical and dental procedures (prep, monitoring, recovery, instrument care)
- Monitor anesthesia and patient vitals during procedures; maintain accurate records
- Practice fear-free and low-stress handling techniques to keep our patients safe and happy.
- Educate clients with compassion, clarity, and confidence
- Maintain accurate medical records and patient charts
- Collaborate with the team to keep the hospital running smoothly
- Provide patient monitoring and supportive care (TPRs, pain scoring, wound care, etc.)
- Educate and communicate with clients on patient care, medications, discharge instructions, and preventative care
- Maintain clean, stocked treatment and exam areas; follow infection control protocols
- Accurately document patient care and treatments in the medical record
- Collaborate with the team to maintain an efficient workflow and positive hospital culture
- Participate in ongoing training and growth opportunities within the practice

#### **Front Desk Team & Other Support Roles**

- Greet clients and patients with warmth and professionalism
- Answer phones, route calls appropriately, and respond to voicemails promptly
- Schedule appointments and manage a multi-doctor calendar efficiently
- Check patients in/out and ensure accurate client and patient information
- Collect payments, process invoices, and review estimates with clients
- Communicate hospital policies, pricing, and service information clearly
- Coordinate with technicians and doctors to support smooth patient flow



- Maintain a clean, organized front desk and welcoming lobby environment
- Manage medical record requests, reminders, and basic administrative tasks
- Handle client concerns with empathy and professionalism, escalating when needed
- Make outbound calls/texts/emails to confirm appointments and follow up on care
- Support compliance by helping clients schedule recommended services and rechecks
- Reactivate overdue patients and help fill scheduling gaps
- Educate clients on preventive care timelines and next steps
- Maintain follow-up lists and document all outreach in patient records
- Collaborate with the medical team to coordinate care plans and timing
- Feed, walk, and provide daily care for hospitalized or boarding patients
- Clean kennels, cages, runs, and laundry; maintain sanitation standards
- Monitor patients for changes in behavior, appetite, or condition
- Assist with basic patient comfort tasks (bedding, enrichment, calming routines)
- Support hospital cleanliness across treatment/kennel areas
- Help the team with tasks as needed to keep the day running smoothly

## Step 4 – What You’ll Bring (Choose 5–7)

### Experience / Credentials (choose what fits)

- Credentialed Veterinary Technician (CVT/LVT/RVT) preferred/required (edit)
- Experienced assistant/technician candidates welcome (edit)
- Comfort in a fast-paced clinical environment
- Previous experience in a client care role
- Previous experience as a veterinary receptionist
- Confidence in patient handling and basic technical skills (or willingness to learn)

### Skill Sets – Techs & Assistants

- Safe and effective patient handling and restraint
- Knowledge of preventative care and vaccines
- Experience with anesthesia monitoring
- Competency in emergency and surgical care – including IV catheter placement
- Diagnostics – including radiographs, phlebotomy and sample collection, and in-house lab work
- Professional, compassionate communication with clients and staff.
- Succinct documentation of patient records and client interactions.
- Solid technical skills, including venipuncture, IV catheter placement, and laboratory procedures



- Knowledge of anesthesia monitoring, induction, and recovery
- Experience assisting in surgery and performing patient nursing care
- Ability to accurately triage patients and obtain thorough medical histories
- Proficiency in radiology, diagnostics, and basic imaging techniques
- Strong understanding of pharmacology and medication administration
- Excellent patient handling skills, with a focus on low-stress or Fear Free techniques
- Clear, compassionate communication with clients and team members
- Strong attention to detail and ability to multitask in a fast-paced environment
- A collaborative, team-first mindset with a willingness to jump in where needed
- Commitment to continued learning, growth, and professional development
- Time management and organizational skills to keep the day running smoothly
- A positive attitude, reliability, and a genuine passion for veterinary medicine

### **Skill Sets – Front Desk Team & Other Roles**

- Confidence handling high call volume and juggling competing priorities
- Compassionate communication skills, especially in sensitive or emotional situations
- Comfortable collecting payments, processing invoices, and discussing estimates
- Ability to explain basic services, policies, and next steps clearly to clients
- Strong problem-solving skills and the ability to handle client concerns with empathy
- Familiarity with veterinary terminology and hospital workflows (preferred)
- Experience with practice management software (Avimark, Cornerstone, ezyVet, Idexx Neo, etc. a plus)
- Ability to maintain a clean, professional front desk and lobby environment
- A positive attitude and ability to contribute to a supportive, upbeat team culture
- A warm, confident communication style and passion for helping clients and pets
- Strong customer service skills with a focus on building long-term client relationships
- Experience coordinating appointments, managing schedules, and optimizing clinic flow
- Comfort making outbound calls/texts/emails for follow-ups, reminders, and care coordination
- Ability to educate clients on next steps, preventive care needs, and recommended services
- Strong attention to detail when updating patient records and documenting communication
- Ability to triage scheduling needs and prioritize urgent cases appropriately
- Excellent multitasking skills and the ability to stay calm in a fast-paced environment
- Strong organizational habits (follow-up lists, call logs, task tracking, etc.)
- Confidence handling difficult conversations with empathy and professionalism



- Experience collecting payments, reviewing estimates, and discussing services with clients
- Ability to collaborate closely with doctors and technicians to support patient care plans
- Familiarity with veterinary terminology and common appointment types (preferred)
- Comfortable learning and using practice management software (Avimark, Cornerstone, ezyVet, Neo, etc.)
- A proactive, solutions-oriented mindset—you don't wait to be asked to jump in
- Positive attitude, reliability, and a team-first approach to supporting the hospital

**Optional bonus section: team expectations & extra perks (Light-hearted). Choose up to 4-5 only.**

**Our team members should be ready to:**

- Let your passion for veterinary medicine shine every day
- Laugh – life is short; smile while you still have teeth
- Join a midday dance party (optional, but encouraged)
- Occasionally partake in a cat rodeo
- Ask for help and offer help to others
- Grow and learn... then learn and grow some more
- Be positive! Because with the right attitude, anything is possible
- Be empathetic to our clients, coworkers, and yourself
- Celebrate birthdays, new babies, anniversaries, and wins
- Enjoy yourself – if you're not having fun, you're doing it wrong
- Ask for help and offer help to others.
- Be willing to be part of a workplace where truly appreciating each other is more than some motivational poster on the wall.
- Grow as a professional and encourage the growth of others.
- Broaden your skill set by exploring new services such as exotic medicine and anesthesia, acupuncture, and laser therapy, etc.
- Anticipate mentoring and support as you grow and advance your career – The more you know, the better off we all are!
- Be a part of weekly and monthly meetings to encourage open communication and collaboration.
- Practice fear-free and low-stress handling techniques to keep our patients safe and happy.
- Maintain a positive, supportive approach at all times, recognizing that remarkable results are achieved through teamwork and mutual respect.



- Possess the confidence to own tasks and responsibilities to deliver positive outcomes.
- Anticipate the needs of DVM staff, promoting efficiency and teamwork.

### What's in it for you:

- A positive clinic culture that values you as a person
- Flexibility with scheduling to ensure a healthy work-life balance
- Employee benefits that strengthen both the body and the mind
- Opportunity to use your veterinary skills to better your community
- A clinic culture that celebrates your unique awesomeness!
- Occasional coffee runs, ice cream parties, and meals on us
- A fridge stocked with drinks and snacks – always
- Lunch breaks on the reg
- 4-day work weeks
- Rotating Saturday shifts
- No nights, weekends, or holidays
- No nights, on-call shifts, or holiday hours
- Mentoring and support as you grow and advance your career – The more you know, the better off we all are!

### Step 5 – Closing Line / Call to Action Options (Pick 1)

- Ready to join a team that truly values you? Apply today – we can't wait to meet you!
- Sound like your kind of place? Apply today and let's talk!
- We'd love to learn more about you and share more about us. Apply today!
- Come build something great with us at **\$practice** – apply today!
- Don't let this opportunity pass you by – apply today!
- If you're ready for your next great role in vet med, apply today.
- Ready to level up your career? Apply today and let's get started.
- This could be the role you've been waiting for – apply today!
- Have we piqued your interest? Purrfect. Apply today so we can get this party started!
- Stop scrolling, start applying – we can't wait to meet you!
- If you're still reading... it's probably a sign. Apply today!
- Like what you see? Apply today before this opportunity gets scooped up!
- Oh, you're still reading? Most people have already smashed their phone screen by hitting "apply." Your turn!
- If you've made it this far, you might as well make it official – apply today!
- If you're nodding along while reading this... apply today.



- Still here? That's your cue. Apply today and let's chat!
- If this sounds too good to be true, stop pinching yourself and apply today.
- Join us in making a difference for pets and the people who love them – apply today.
- If you're passionate about helping pets live healthier lives, we'd love to meet you. Apply today!
- Come do meaningful work with a team that has your back – apply today.
- If you're ready to love what you do again, apply today.
- Let's make a difference together – apply today!
- Ready to be appreciated for the incredible work you do? Apply today.
- If you're looking for a workplace where you truly matter, apply today.
- Come somewhere your contributions are noticed and celebrated – apply today!
- Your next favorite job might be one click away – apply today!
- We're hiring, we're excited, and we can't wait to meet you – apply today!
- Ready to put your skills to work in a clinic that values you? Apply today!
- If you're a technician who thrives on teamwork and great medicine, we want to meet you – apply today.
- If you're looking for a clinic that will invest in you, this is it – apply today!
- Come join a team where your license and expertise are truly respected – apply today.
- Come be the friendly face our clients count on – apply today.
- If you're ready to feel supported, appreciated, and excited to come to work again, apply today.
- Have we piqued your interest? Awesome—apply today so we can get this party started.
- Ready to be valued for the incredible veterinary professional you are? Apply today—let's do this thing!
- You miss every shot you don't take—don't miss this one. Apply today!

## Diversity Statement

Diversity, equity, inclusion, and belonging are core values at [Practice Name] and Vetcor. We're committed to building an inclusive, equitable workplace where every team member feels safe being their authentic self, truly belongs, and is empowered to reach their full potential.

