LinkUp Careers

Industry Partners Media Kit | Discover careers you never knew existed

13,000+
NAWIC Members

10,000+
Churchill Fellows Network

3,000+
Social Media Community

LinkUp Careers helps women and career changers discover hidden jobs in Construction, Energy and Manufacturing. Partner with us to put your roles and your people in front of them.

THE CHALLENGE

The right people have never heard of the jobs you are hiring for.

Many in-demand roles are rarely discussed, even within the industries that rely on them: linesworker, social procurement advisor, fire protection, security, rigger and dogger, building information modelling (BIM), data centre operations, electrical distribution trades worker, and air conditioning and refrigeration mechanic. Most career changers, and the people who advise them, do not know these jobs exist or that their current skills already count towards them. Women are front and centre on our platform, because the stereotypes that keep them out of these industries form before the age of five.

WHY THIS MATTERS NOW

1 **Recruitment relies on networks.** Around 1 in 4 Australian employers recruit through word of mouth, so women and career changers outside existing networks miss out (Jobs and Skills Australia, 2025).

2 **Career changers are on the move.** More than 1 million Australians changed employer in the past year (ABS Job Mobility, February 2026).

3 **Skills cross industries.** 83% of people who changed jobs in electricity, gas, water and waste services moved between industries (ABS Job Mobility, February 2026).

THREE WAYS TO SHOWCASE YOUR ORGANISATION

The Land page has three sections. Industry partners can contribute to, and be showcased in, each one through a sponsored partnership.

Hidden Jobs

Promotes the jobs employers and employees rarely talk about.

- Hidden Jobs profile tiles for your roles
- Hidden Jobs video series
- Same Skills, New Site career changer video series
- Front and Centre role model profiles

Pathways Explorer

Builds an individualised pathway from work skills, life skills and family experience.

- Verify the skills, knowledge and upskilling for your roles
- Your organisation named on the pathways you verify
- Links to your hidden jobs, videos and roles

Entry-level jobs

A jobs board for newcomers getting their foot in the door.

- Apprenticeships, traineeships and cadetships
- Graduate programs
- Pre-apprenticeship programs with a job at the end
- Any other entry-level position in your business

Community organisations we work with: Empowered Women in Trades (EWIT), National Association of Women in Construction (NAWIC) and APM.

WEBSITE
linkupcareers.com

EMAIL
contact@linkupcareers.com.au

PARTNER OF
NAWIC Australia

LinkUp Careers
Find your people, and your path

LinkUp Careers | Industry Partners Media Kit

SPONSORED PARTNERSHIP LEVELS

Start small or commit to a full year

Scope and investment are shaped together in an initial conversation.

Contributor

Commitment: single project

- One entry-level role listing, or one hidden job tile
- "Sponsored by" mark on your content

Industry Partner

Commitment: twelve months

- Hidden job tiles and verified pathways for your roles
- Entry-level role listings
- One video or role model profile
- Named partner on the Land page and a newsletter feature

Founding Industry Partner

Commitment: twelve months, limited places

- All three Land page sections
- Hidden Jobs and Same Skills, New Site videos
- Front and Centre profiles
- Named across the platform, priority in new episodes and a quarterly impact summary

HOW VERIFICATION WORKS

1 **Draft.** We draft each pathway from Jobs and Skills Australia and ABS data, and meetings with industry experts.

2 **Review.** Your nominated contact checks it against how the role works in your organisation (around 30 minutes).

3 **Publish.** We publish it with a "Verified with industry" mark, your name and the review date, and review it annually.

Sponsorship never changes which pathways a user is shown; these are always based on her own skills and experience.

REPORTING AND STANDARDS

What we report

- Views and watch time for videos featuring your people
- Views of your tiles, pathways and profiles
- Views, saves and click-throughs to apply for your roles
- Newsletter and social media reach

Our standards

- **Consent first.** Each participant, and your team, approves content before it goes live.
- **Clearly labelled.** All sponsored content carries a "Sponsored by" mark.
- **Accuracy over promotion.** Partners check accuracy; we retain editorial responsibility.
- **Independence.** LinkUp Careers is a founder-led venture operating independently of any other organisation, with all partnership activity conducted outside the founder's other professional commitments.

PARTNER VOICES

PARTICIPANT OUTCOME

"I've successfully passed the pre-enrolment stage with Alstom. I'll be starting the program in October, and I'm hoping this leads to an apprenticeship."

Sam
Jobseeker, now pursuing an apprenticeship

INDUSTRY VOICE

"Polly's research across Canada, England, Denmark, Germany and Portugal offers a compelling roadmap for change. Her findings make sense. Now it's up to the public and private sectors to act."

Rosanne
Senior Project Manager, Construction

Ready to shine a light on your hidden jobs?

Contact Polly at contact@linkupcareers.com.au to start your partnership conversation.

WEBSITE
linkupcareers.com

EMAIL
contact@linkupcareers.com.au

PARTNER OF
NAWIC Australia