

1. Ad Sync Configuration

Ad Sync allows hirer to configure default preferences and posting rules on SEEK.

In your software, provide an interface where a hirer can:

- Specify their SEEK Ad Sync ID to connect to their SEEK configuration.
- Select the field within the position that your software will use as the company identifier, if the hirer has multiple SEEK accounts.

SEEK Ad Sync preferences

Ad Sync automatically sync your job ads to SEEK. We'll use these details to get you set up.

Enable SEEK Ad Sync

Ad Sync ID

You'll get your Ad Sync ID by speaking to your SEEK account manager.

Enter your Ad Sync ID, e.g. seek-adSync-PMQdTZQqPGqd

Company identifier (optional)

Posting to more than one SEEK account? Select the job requisition field that would tell SEEK which account to post to.

Select a field

Select a field

Business name

Business unit

Cost centre

Save preferences

2. Creating a job ad

When a hirer publishes a position, your software should help them avoid unintentional duplication.

If Ad Sync is enabled for the hirer:

- Display a message indicating that Ad Sync is enabled and the position will be posted to SEEK automatically. The SEEK Ad Sync option should be automatically selected and can't be unselected.
- Within the SEEK form, show both the Ad Sync and Classic API options, with Ad Sync auto selected by default.
- If the hirer does not select Classic Job Posting, send the position to SEEK via Ad Sync. SEEK will apply rules and preferences, then post or exclude the job ad accordingly.
- If the hirer selects Classic Job Posting, show the Classic API form and send only the Classic ad to SEEK. Do not also send an Ad Sync ad.
- If the hirer begins the Classic Job Posting flow but abandons it without completing, your software should still send an Ad Sync ad or prompt the hirer to confirm that they want Ad Sync to post the position.
- Locations: Your software is expected to pass one location per position. If a hirer is recruiting for the same role in multiple locations, materialise each location as a separate position and make a separate Ad Sync call for each.

Select Sourcing Channels

SEEK

Ad Sync enabled

Careers Site

Internal job board

Indeed

LinkedIn

...

Select SEEK channel

Ad Sync enabled

Automatically post the ad to SEEK

We'll use your job requisition details and Ad Sync rules to automatically craft and post your ad to SEEK.

Create and post your own SEEK ad

Customise your ad and select your preferred ad type yourself.

Select SEEK channel

Ad Sync enabled

Automatically post the ad to SEEK

We'll use your job requisition details and Ad Sync rules to automatically craft and post your ad to SEEK.

Create and post your own SEEK ad

Customise your ad and select your preferred ad type yourself.

Job title

Please enter a job title

Location

Please select

...

3. Prevent inadvertent duplications:

If a position already has a SEEK job ad (whether posted via Ad Sync or Classic Job Posting), and the hirer attempts to create another SEEK ad for the same position:

- Detect the existing SEEK job ad.
- Display a warning that proceeding will create a separate job ad and may result in duplicate charges.
- Encourage the hirer to edit the existing job ad rather than creating a new one.
- The hirer can still post multiple job ads if needed, but your software should discourage it when it appears unintentional. See our [Job ad duplication](#) for detailed guidance.

Post a job ad

Job requisition

Senior business analyst



You have existing job ads for this position. [View job ads.](#)

Job title

Senior business analyst

...

4. Showing statuses

Surface the Ad Sync job ad in your software with its current status (e.g. pending, active, failed, expired).

- Subscribe to lifecycle events and use webhook data to keep the displayed status up to date.
- If a job ad is excluded due to a posting rule, it is recommended you display this outcome to the hirer so they understand why the position was not advertised.
- If an Ad Sync job ad was not posted due to an error or exclusion rule, allow the hirer to post a Classic Job Posting job ad instead.
- See our [display job ads](#) guidance for the full set of events.

5. Editing an Ad Sync job ad

Hirers can edit the position in your software to update the Ad Sync job ad. Your software should ensure that edits update the existing job ad rather than creating a new posting.

- If a hirer wants more control, for example, to customise the salary text, add detailed selling points, or include content beyond what Ad Sync inferred, they can edit the job ad via Classic Job Posting.
- Once a job ad is edited via Classic Job Posting, your software should continue to manage the ad through the Classic Job Posting integration.
- It is recommended to display a message letting hirers know that if they edit the ad, future changes from the requisition won't sync automatically

Edit SEEK ad



This ad was posted via SEEK Ad Sync. If you edit it here, future changes from your requisition won't sync automatically.

SEEK form

Job title

Please enter a job title

Location

Please select

...