

Marketing Examples

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| Rural Directions Website |
| Social Media – Facebook, Instagram, LinkedIn |
| <p>Weekly Job Seeker Mailer</p> <p><i>RD has a weekly mailer that we send out to our database showcasing our current jobs.</i></p> |
| Farm Source – <i>dairy roles only</i> |
| <p>Facebook ‘Boost’ Post</p> <p><i>7 days, with an approximate reach of 4,900 – 10,490 people.</i></p> |
| <p>LinkedIn ‘Boost’ Post</p> <p><i>Your ad will run for 8 days with a target Audience size of 43,000+</i></p> |
| <p>Farmers Weekly – Newspaper (1/4-page advertisement)</p> <p><i>This newspaper is delivered to 77,216 rural post boxes every week.</i></p> <p><i>Choosing this advertising option comes with complimentary Farmers Weekly - Digital advertising as outlined below.</i></p> |
| <p>Farmers Weekly - Digital</p> <p><i>Farmers Weekly - Digital FW Jobs, (4,000 page views per month) - for a period of one month or close of application, whichever is the earlier, as well Farmers Weekly Jobs - Facebook, (currently has 6,600 followers and growing daily). This platform gives great National reach within the industry.</i></p> |
| <p>NZ Farming Jobs Website</p> <p><i>National Reach within the industry</i></p> |
| <p>Trade Me Featured Advert</p> <p><i>This option includes a Trade Me Standard Advert, with the added benefit of it being guaranteed to feature on the first pages within the sub-category for 30 days, plus access to search candidate profiles on the Trade Me Talent Search function.</i></p> |
| <p>SEEK Standout Advert</p> <p><i>SEEK ads include a 30-day listing on New Zealand’s most-visited employment site, plus access to search candidate profiles on SEEK Talent Search. SEEK regions and categories can be changed throughout the listing.</i></p> |
| <p>Friday Offcuts</p> <p><i>The most targeted, effective and widely distributed weekly e-newsletter read by those directly employed or associated with the Australasian Forest products sector.</i></p> |
| <p>Once Rural Directions have established a full understanding of your position, we will recommend a marketing strategy to attract the right applicants for your role. We utilise a variety of industry-specific online, print and social media platforms as well as our well-established database. All prices quoted on request.</p> |

Pre-employment Tests, Checks & Services

Criminal Record and Traffic

Estimate timeframe - 4 working days

Will detail all disclosable criminal and traffic convictions resulting from court appearances recorded by New Zealand's Ministry of Justice and in compliance with the Criminal Records (Clean Slate) Act 2004.

Driving Licence Check

Estimate timeframe – 1 working day

Will confirm the status of an individual's licence including the class, restrictions, conditions and any endorsements recorded against that licence.

Credit Check

Estimate timeframe – 1 working day

Provides details of an individual's personal credit history. Only recommended if job involves exposure and financial risk.

Accident Compensation Check (ACC)

Estimate timeframe – 10 working days

A statement of lodged claims from the Accident Compensation Corporation (ACC) that reveals any results within the last 10 years.

Employment Court Judgements

Estimated timeframe – 1 working day

This check includes details of important decisions from the Supreme Court, Privy Council, Court of Appeal, High Court, Employment Court, Labour Court, Arbitration Court, District Courts, Employment Relations Authority and Employment Tribunal.

Medical Check – results within 24 hours – includes Drug Test

Standards PEM & Drug Test

Includes checks on: Audiometry, Spirometry, Near/far vision and colour, Blood Pressure and a urine drug test.

OR

Premium PEM & Musculoskeletal & Drug test

Includes checks on: Audiometry, Spirometry, Near/far vision and colour, Musculoskeletal, lipid testing, Epworth Sleep Score, Blood Pressure and a urine drug test.

Drug Test

Urine test – immediate results. Tests for 7 different drugs.

Psychometric Testing - Combined personality & ability testing

Includes: General or Critical Reasoning Ability Test and the 15FQ+ Personality Questionnaires

**Further quotes and combinations of assessment can be provided. Our provider can recommend testing based on Position Description.*

Poppleton Allen Sales Aptitude Test (PASAT)

PASAT measures the likelihood of a candidate to succeed in a sales or customer relationship role, as well as identifying where an employer needs to concentrate sales training and development to get that person from good to great.

Computer Suite testing

Word/Excel/Outlook/PowerPoint/Typing/Data Entry.

Federated Farmers Individual Employment Agreement

Two copies of the agreement posted out to you.

A wider range of additional checks and tests can be arranged according to your requirements. All prices quoted on request.