

Finding work in the Manawatu

## Introduction

Employers differ widely in how they recruit. As a result, you'll need to devote time and energy to your job search; access a range of vacancy sources and take a creative approach to finding work. Build in time for this now and get others involved to support your efforts. The information here centres on how to find work in the Manawatu region. This includes part-time and full-time work; vacation and short-term employment; voluntary work and graduate roles. Although this information should be useful, and all the techniques suggested should be used, try to think of others too and use these. Note too that it is common to apply for several jobs at once, even if this might lead to several interviews.

The range of employment opportunities in the Manawatu region is broad. In particular, the region has significant proportions of its population employed in the following sectors:

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| Health care and social assistance<br>Education<br>Retail<br>ICT<br>Tourism and hospitality<br>Finance | Logistics and supply chain<br>Defence<br>Rural services<br>Manufacturing<br>Call centre operations<br>Media and communications |
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To begin your job search, ask yourself a couple of questions:

- Do you know the type of work that you want?
- Are you clear about roles that could be a good match for your skills, interests; values and personality?

Being clear about who you are; what you want from a job and what you can offer to employers is key to finding work in which you'll be happy and successful. You can access more information on the issues to consider when choosing a career by accessing the 'Get Started' section of the Career and Employment Service's website at <http://careers.massey.ac.nz>

Once you're clear about the type of work you'd like to do it's time to start on your job search.

Many graduate recruitment programmes run throughout the year – normally offered by large organisations. Applications for these are offered throughout your final year of study and many are advertised and close as early as March and April for work beginning the following January/February. Small and medium sized organisations also recruit graduates although they are less likely to conduct a formal graduate recruitment programme and will tend to advertise for graduates on vacancies pages or by taking an informal recruitment approach.

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**Advertised jobs**

**Massey CareerHub:**

If you are a Massey university student or graduate this on-line portal offers you access to full-time; part-time; vacation; voluntary and graduate opportunities throughout NZ and overseas. In addition, you can access archived jobs to research an employer’s previous positions and find out more about career- related activities on all Massey campuses. This includes information on the annual career expos held on the university’s Manawatu campus. You can access Massey CareerHub at <http://careerhub.massey.ac.nz>



From time to time, university departments are approached directly by employers and some will post vacancies on College noticeboards on the organisation’s behalf.

**In the media:**

Some Manawatu employers will advertise jobs in newspapers, particularly the Manawatu Standard; Dominion Post and NZ Herald. See the Wednesday and Saturday editions of these and for part- time or short-term work community newspapers can be useful too.

**On-line jobs boards:**

A wide range of on-line job boards exist through which you can search for vacancies by location; sector; role and, in some instances, country. Note that you may have to register with them (free of charge) and may be required to submit an electronic CV before being able to access further details of roles and employers that interest you.

Coupled with this, some jobs boards offer you the option of posting your CV on-line when looking for work. This may mean that your CV is then accessible by anyone browsing the web so you may want to be cautious before choosing this option.

Whilst some jobs boards are generic, others specialise on role in particular employment sectors – for example:

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| NZ Government Jobs On-line<br>Kiwi Health Jobs<br>Science New Zealand | People shaping progree - local government careers<br>Education Gazette<br>New Kiwis |
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**Major generic jobs boards in NZ include:**

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| Seek<br>My Job Space<br>Student Job Search - particularly for part- time/<br>vacation work | Trade Me Jobs<br>Work and Income NZ<br>Grad Connection - find internships and graduate jobs<br>throughout New Zealand |
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For links to a range of specialist jobs boards see:

|                         |  |
|-------------------------|--|
| NZ job vacancy websites | Careers NZ job vacancy and recruitment sites |
|-------------------------|--|

**Job aggregators:**

By using job aggregators you'll be able to access a large number of job boards in one go. Additionally, many job aggregator sites allow you set up RSS feeds to have job updates sent directly to you, based on search criteria that you set. Not all sites offer this – those that do will usually show the orange symbol:



Job aggregators used in New Zealand include:

|                  |                          |
|------------------|--------------------------|
| Indeed<br>Jooble | Simply Hired<br>Job Geni |
|------------------|--------------------------|

**Professional Associations:**

These exist for a broad range of roles and many encourage student membership. By joining relevant professional associations you'll be better able to network with people working in career areas that interest you; make yourself known to them and access advice about employment; trends in the sector and about roles and potential employers. This networking can occur on-line or through attendance at local and national events hosted by the association – many have very active branch networks.

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Additionally, many professional associations carry 'job opportunities' and 'work wanted' sections on their websites, sometimes accessible only to members. Coupled with this, some offer on-line journals which allow you to keep up to date with the profession concerned; discussion forums and details of professional development opportunities.

**Recruitment agencies:**

Recruitment consultancies/ agencies will screen job applicants on an employer's behalf and will often advertise in the press and on on-line jobs boards some of the roles that they are seeking to fill. For job-seekers they are of most use if you have some relevant experience and are clear about the type of work that you want. Many specialise in particular sectors; roles and/or geographical locations. Those with a presence in the Manawatu region include:

|  |   |
|--|---|
| Palmerston North Personnel<br>Coverstaff Palmerston North<br>Action Personnel<br>Drake International | Sterling HR<br>Allied Workforce<br>Adecco Personnel Limited |
|--|---|

Note that in New Zealand, many job opportunities are not openly advertised. Rather, they but are filled by people already known to the organisation. To access this 'hidden' job market takes a range of creative job search techniques including:

**Networking:**

Many student and graduate job seekers actively build; maintain and use a network of useful contacts, often starting with friends and family; their peers and tutors; friends of family or family of friends; past and present colleagues and members of professional associations. Some add to this with contacts found in job advertisements; news articles; web searches and by emailing or calling organisations of interest to them.

**Creative job search**

Networking is not about making direct requests for work. Rather, it usually begins with requesting information; advice or further contacts. Often this is done through informational interviews, namely a conversation to find out more about opportunities in your contact's area or about what their role involves.

Effective networking often leads to your contacts offering you invaluable and detailed information on roles; sectors and organisations and to them 'keeping an ear to the ground' for job opportunities for you. You can find out more about making and using contacts; networking and informational interviews by accessing the 'Get Employment' section of the Career and Employment Service's website at <http://careers.massey.ac.nz>

**On-line networking:**

It is increasingly important that job seekers have a professional on-line presence and that they make active use of LinkedIn or similar professional networks, for example Twitter where many follow and engage with people and organisations in sectors of interest to them. LinkedIn offers useful student resources with advice on areas such as finding your career passion and building your professional brand.

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## Speculative applications:

Sometimes referred to as cold calling, speculative applications can be useful. Indeed they may be crucial for finding work in difficult to enter sectors (e.g. media); vacation work or where you know that you want to stay in a particular region such as the Manawatu. In most instances you'll be sending a speculative CV and letter, pro-actively followed up with a telephone call or email message. For speculative applications to stand most chance of success you should identify and research your target; try to contact an individual by name and adapt your application to show that you've researched the role you're interested in and the organisation. Ensure that you show how your experience; skills; knowledge and achievements are relevant. The reader expects you to show what you have to offer them. There's always the risk that your letter goes unanswered or you receive a rejection, Making speculative applications can put you more in charge of your job search, and can help you to uncover opportunities that might not have previously existed.

The links in the table below can help you to identify organisations in the Manawatu that you may want to contact. In all cases, check the organisation's website first. A small number of employers ask that you only contact them if you've seen a role advertised. Others allow you to register on-line your interest in working for them:

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|--------------------------|--|
| Index NZ<br>Yellow Pages | Manawatu Chamber of Commerce members<br>A – Z Manawatu |
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## Voluntary work

This can be a great way of building your skills base and your network of useful contacts and is work experience that is highly valued by employers. Indeed, it is often expected of applicants seeking work in professions such as social work; psychology; counselling and youth work.

An annual Volunteer Expo is held on each Massey Campus, and the Volunteer Resource Centre in Palmerston North supports and promotes volunteering in all its forms. It works with a range of organisations seeking volunteers and can match you with work in your interest areas.

## Applying for work

When applying for work, it's crucial that you determine the most appropriate method of application. In many instances you'll apply by submitting a CV and cover letter or completing an application form used by the organisation concerned. You can access more information on CV and cover letter development in the 'Get selected' section of the Massey Career and Employment Service's website and many organisations offer instructions on how to apply, and application tips, on their website or social media pages.

In your application you'll be aiming to convince the employer that you are the ideal candidate for the job. Given this, you'll need to ensure that you know what the job involves. Then, you'll also be expected to show that you to have visited the employer's website and why you are keen to work for them. Massey's Career and Employment Service can offer advice on all aspects of researching employers and applying for work.



## Finding work in the Manawatu

Finally, where you are seeking graduate employment note that many employers, particularly large organisations, offer graduate recruitment programmes. A significant proportion of these is advertised and has closing dates around March-May for work that starts the following January or February. However, most NZ graduates find work with small or medium-sized organisations. These are less likely to operate formal graduate recruitment programme and may recruit as and when their need for staff arises which can be at any time of the year.