

FACTSHEET

Describing and advertising the job

September 2023

Job Description

A well thought out job description will help you when it is time to advertise for a new staff member. By the same token, this gives you and potential employees clarity about the responsibilities and expectations of the role. This sets a good foundation for the employment relationship going forward and provides a benchmark for performance. It is also a legal requirement for employees to have a description of their role included in their individual employment agreement.

A Job Description needs to be written in understandable language and at a level suited to the position, and can ideally include the checklist below:

- Job title
- Employer's name and business focus
- Location(s) of work
- Type of employment (eg. full-time, part-time, permanent, fixed-term, casual)
- Position purpose
- Describe the reporting lines and authority of the job e.g. who the person is responsible to and (if appropriate) who reports to them. Include any financial authority
- Identify core tasks and responsibilities
- Describe any minimum legal or educational requirements and licences needed
- Describe ideal personal skills, experience, and attributes
- Include any key performance measures for the job

Information packs and farm details

Effective recruitment gives an applicant as much information as possible about the scope of the job being advertised. As part of the recruitment process, employers can create and send out information packs to people making enquiries (email is the most efficient).

Information packs are designed to complement the advertisement and provide more detail about a job than what can be included in an advertisement alone. It is also an effective way to help to market and sell your job opportunity.

When putting together an information pack, use the checklist below:

- Business summary including structure.
- Farm details (size, stock numbers, farm/stock policies etc.)
- Key responsibilities of the role
- Ideal applicant requirements
- Information about farm equipment and machinery
- Accommodation available
- Community information (Clubs, schools, buses, social events etc.)
- Details of your history as an employer:
 - Details about what past employees have gone on to do
 - The type of training, skills and experience you have as an employer
- Photos of the property
- Job Description

Advertising

The purpose of advertising is to get your role in front of a wide target audience and attract the right people to apply. This can be done by outlining the features and benefits of the role, and advertising in the appropriate places to make sure your advertisement gets attention. Care must be taken not to put too many barriers in the process such as a complex application process.

Types of advertising

How you decide to attract the best applicants depends on the job, your budget (for advertising or recruitment agencies) and how much time you have to complete a thorough process.

Advertising options include:

- Considering any internal applications from within the wider business. Is there an existing employee ready for a promotion or wanting to move into a different role? Advertising can be as simple as a conversation with existing staff members who may be suitable for the role.
- Engaging a recruitment agency – this will be an investment but will reduce the amount of time you spend on the process. Specialised agricultural recruitment agencies such as Rural Directions <https://www.ruraldirections.co.nz> can help you through the full recruitment process.
- Advertising on or searching farming websites, and/or social media.
- Print advertising in industry publications.
- Agencies such as Work and Income or Student Job Search.
- Contacting potential applicants directly, making sure you don't encourage an employee to break their legal obligations, e.g. notice period.
- Referrals through word of mouth, networks, farm consultants or advisors - you will need to be careful of causing conflicts and breaching the Privacy Act with this method.
- If you are thinking of recruiting overseas employees, visit Immigration New Zealand for visa information www.immigration.govt.nz or contact an immigration specialist.

Components of a good advertisement

Make sure your advertisement is clear, easy for your target audience to read, focuses on the job and job requirements, and is interesting. You are responsible for making sure advertisements don't mislead or discriminate.

There is clear evidence that qualified applicants are less likely to reply to vaguely worded or ill-defined advertisements, whereas unsuitable applicants are more likely to apply. In other words, the more professional the better. Include the following information:

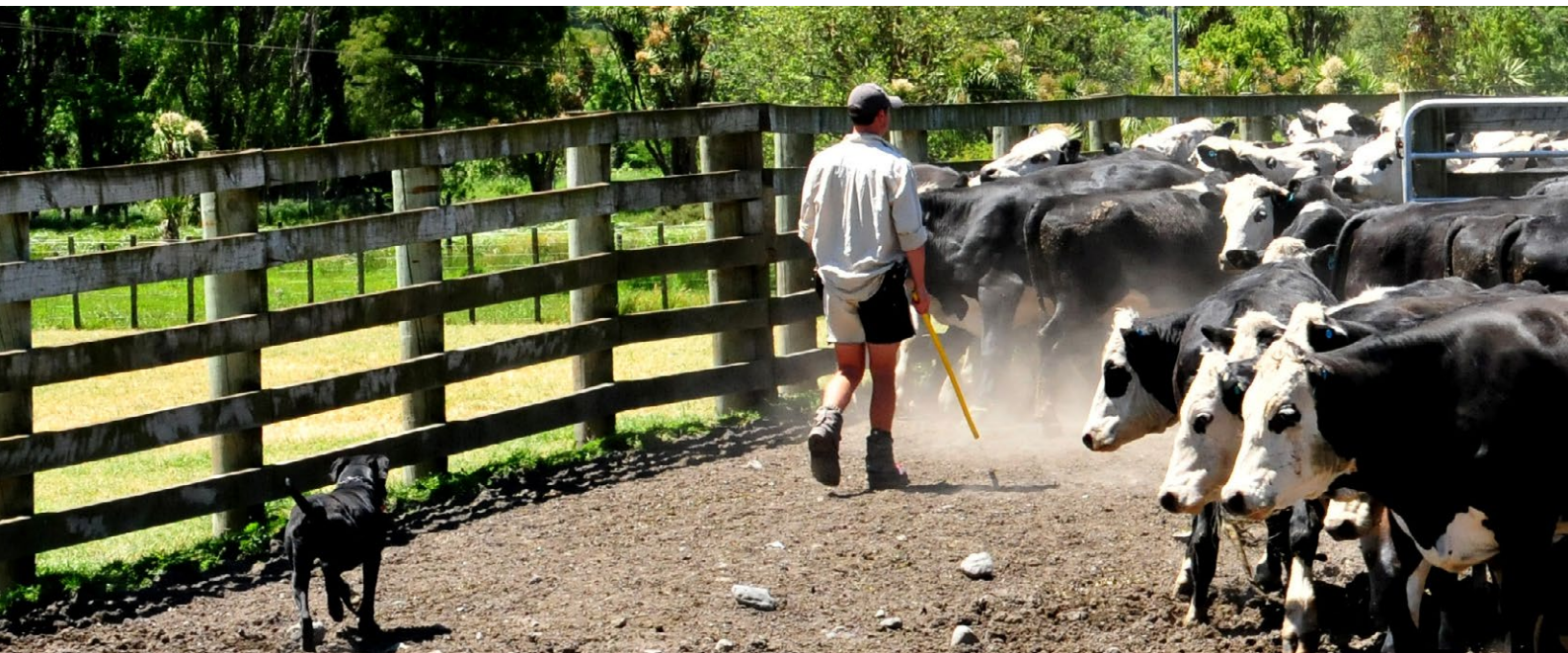
1. Title

It is recommended that the advert title is the job title or an eye-catching phrase. The job title must accurately reflect the level of the role and responsibilities, don't make the job title 'manager X' if there is no management, people, or processes involved.

2. Property/Company description

This description is an informative summary, giving the applicant some baseline information on the property/company. To ensure you are attracting the right applicants for your position be sure to include:

- Property/farm information – size of the property (effective/non effective hectares), farming system (breeding, finishing)
- Stock information – numbers and breeds
- Location - A brief description of the region in which employment is offered, including distance to nearest town and other amenities such as schooling.
- HR detail – reporting lines and/or staff management



3. Description of the job

The more clearly you can highlight and explain the job requirements and responsibilities the better. This will allow applicants to determine the suitability of the role for their next career move. The job description is a useful guide for this, but is not itself required in the advertisement.

4. Skills and experience

Outline the skills and experience needed to do the job. It's a good idea to list any attributes in order of importance to you.

If there are qualifications, knowledge, skills, or experience required for the position include these in the advert to capture the target candidates. This will assist when screening applicants for shortlisting. Be careful not to discriminate as everyone should be treated fairly when they are considered for job opportunities. Skills and experience could include (but are not limited to):

- Fitness or physical requirements (if required to perform the role)
- Skills and previous experience in a skilled area e.g., fencing, mustering, literacy, computer skills
- Desired qualifications and licences.
- Personal attributes
- Number of dogs (if any) needed for the role

5. The offer/opportunities

Communicate what the job can offer the applicant and "sell" the job through highlighting the opportunities the role can provide. These opportunities may include:

- Learning and growth opportunities (professional and personal development)
- The team and culture on the farm/business
- Remuneration package - quality of accommodation, other benefits - wet weather gear, dogs, covered in the offer
- Whether the job is full or part-time or whether you can be flexible about hours (flexibility will expand your applicant pool)
- Partner work opportunities

6. Closing

A brief summary of the opportunity and a call to action closes off the advertisement. Include relevant contact information; this could be a telephone number for further questions or email address to apply. Ensure that whatever contact method you use, you are responsive, timely and available to take the calls or check the emails etc.

Be sure to include a clear close off date and method.





Tips for advertisements

- Keep the advert concise and relevant.
- When formatting your advertisement, give the text some white space, this will attract the eye and make your job advertisement more appealing. Recommend using bullet points and short paragraphs.
- You often pay on the size of the advertisement, so it is essential that every point benefits the advert and is necessary.
- Use second person language such as 'you' and 'your' in the advertisement; this will engage the audience and help them imagine themselves in the job.
- Stress what is unique about your opportunity. You must try to emphasise what makes your job and property special. People want to work for employers with a point of difference.
- Include the scope and challenges of the job, so that candidates can weigh up all aspects of the position and decide if the role is suited to them, prior to applying.
- You are responsible for making sure the advertisement doesn't mislead or discriminate. Be neutral in gender, age, race, religious belief, relationship status and vaccination status.

B+LNZ and PrimaryITO have worked together to create a capability matrix that provides typical sheep, beef and deer role descriptions: <https://beeflambnz.com/knowledge-hub/PDF/sheep-beef-and-deer-career-pathway.pdf>

For more information on Employment topics, check out B+LNZ's Employment Hub <https://beeflambnz.com/knowledge-hub/employment-hub>

Factsheets are made possible by sheep and beef farmer investment in the industry. Beef + Lamb New Zealand is not liable for any damage suffered as a result of reliance on the information contained in this document. Any reproduction is welcome provided you acknowledge Beef + Lamb New Zealand as the source.