How to:
create an employer profile

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www.nzunicareerhub.ac.nz
NZUniCareerHub provides the unique opportunity for employers to publish an Employer Profile directly on the careers systems used by the seven member universities; accessible by over 250,000 students and graduates.

Registering an employer profile gives you the opportunity to promote a year-round recruitment message, helping to keep your organisation top of mind when students and graduates are seeking employment.

An Employer Profile is essentially a recruiting value statement about you as an employer. It enables your organisation to provide a targeted message to students and recent graduates about your employment and recruitment activities: the qualities you are seeking in candidates, graduate programme details, discipline areas from which you recruit or any other information you want to promote to students.

Registered Employer Profiles are displayed on each member universities’ career system – Otago CareerHub, Lincoln CareerHub, Canterbury CareerHub, Victoria CareerHub, Massey CareerHub, Auckland CareerHub and AUT CareerHub.

Students access and read your Employer Profile online whilst browsing their institution’s CareerHub for job information and opportunities, such as:
» Searching for employers offering Employer Profiles,
» Browsing all employers by industry,
» Through dynamic linking from your listed vacancies or graduate programme,
» Through dynamic linking from your event listings e.g. Careers Fair attendance or on-campus presentations,
» Via links from archived vacancies whilst researching employers and career choices.

www.nzunicareerhub.ac.nz
Benefits and pricing

Benefits of registering a profile
Recruiters benefit from having an Employer Profile within each university’s online career system in the following ways:

» It is only accessible to students and graduates of participating universities – helping to save time when targeting graduates for recruitment.

» It reaches a market of potentially over 250,000 students or graduates currently registered on university CareerHub systems across New Zealand.

» It is automatically linked to any vacancies you have advertised, or on-campus events you have arranged with the university careers services.

» It can be updated at any time.

In addition, employers with an annual profile listing enjoy 15% off all vacancy listings within that year.

Pricing
The NZUniCareerHub Employer Profile feature is available for $1500+GST for the first year (this includes a $15% discount on all adverts listed within the year).

You can request minor edits to your Employer Profile for no additional fee.

Reduced rates available for employer profile renewals. See www.nzunicareerhub.ac.nz for details.

Tel: 04 463 9681/0800 698 644
Design and content

The basic building blocks of an employer profile are:

» 800 word employer profile feature
» Banner image
» Logo
» Optional video clip (link to YouTube)
PLUS NZUniCareerHub can also apply highlight boxes to sections, links to external websites, or email links as requested.

The content is provided to the NZUCH team using the online form. Your content will be checked by the NZUCH Administrators who are on-hand to help ensure accuracy and appropriateness for the target audience.

The team will then build your profile page and add it to your NZUniCareerHub account so that you can log in and view the layout and styling before it is published.

We will continue to work on the Employer Profile and make alterations as requested by you. You will be able to see these changes as they occur by logging in to your NZUniCareerHub account and clicking on the “My Profile” link in the left hand navigation.

Once approved the NZUCH team will distribute your Employer Profile to participating universities where it will be available for viewing by over 250,000 registered students and graduates.

If something changes within your organisation after your Employer Profile is published, you can request minor edits at no additional cost by contacting info@nzunicareerhub.ac.nz
Hints and tips

800 word employer profile
This is the main content of your Employer Profile. The aim of this text is to promote your organisation as an employer, and to build recognition of your brand. This section should provide students with an understanding of what your organisation does, why they should consider you as an employer, what entry programs you offer, and how they should apply.

This is your opportunity to show the unique aspects of your organisation – do you have a great social club? Casual Friday dress policy? Flexitime? This is what students often want to know but are too nervous to ask. Increasingly students are also expecting some information about your environmental policies and community awareness.

We suggest your Employer Profile be written in small sections with headings such as:
- What are we looking for in graduates?
- From which discipline areas do we recruit?
- When do applications open?
- How do I apply?
- Why you should work with us.

Banner image
Your banner image can be either portrait or landscape. Usually it will contain your logo and other imagery that reinforces your organisation’s branding.

Your banner should be sent at the highest quality you can provide. We can resize images from a higher quality original as long as the width x height ratio is correct.

The finished size of the image will be:
Landscape (located at top): 500 pixels wide X 100 to 180 pixels high
Portrait (located on the right): 185 pixels wide X 150 to 600 pixels

Logo image
Please supply in high resolution (300dpi or higher). Full colour versions will be the most eye-catching.

YouTube videos
Increasingly, multi media profiles are being used by NZUCH employers to help supplement the 800 word summary. A video will allow a more dynamic presentation to students and much more information to be communicated.

Some employers might use corporate videos to paint a picture of their organisation and what it stands for, provide interviews with the leadership team, or perhaps profile previous graduates who have joined the company.

A video is a great way to provide an insight into your business, your people and the working culture to help attract the right talent to your organisation.

Next steps
If you would like to create an employer profile, call us to get started on 0800 698 644.

Or you can complete the online form within the employer dashboard section of the NZUCH site: log on at www.nzunicareerhub.ac.nz