

Hot Candidates!

6 ways to turn employees into brand champions

Employee advocacy is the art of promoting your employer brand through the testimonials and insights of your own people. How proud your employees are of your company, product, or service can shape other people's perception of your brand.

The employee disconnect

For employees to become genuine brand ambassadors, they first have to believe in your message. When there's a disconnect between your vision and communication strategy, the message becomes inauthentic – a mere marketing ploy.

'Many times, 'advocacy' is a synonym for 'copy and paste this approved corporate message exactly as is'. This leads to an influx of spam-like messages, all the same,' Tim Christensen, vice president of product and engineering at workforce communications company SocialChorus told HR Tech News.

Christensen recommends six ways to enhance employee advocacy campaigns:

1. **Give employees a toolkit**
2. **Unlock multiple media**
3. **Unite around a common cause**
4. **Trust your team**
5. **Highlight great examples**
6. **Let them share with each other**

by Rachel Ranosa 10 Aug 2018
Further information can be found on:
www.hrtechnologynews.com

New recruits

Accounts / Credit Control Strong skills, experienced professional. Has a down to earth demeanor, very strong work ethic and is highly efficient. Available immediately for full time positions.

Marketing Manager Excellent people management and communication skills. Extensive knowledge from large corporate and small startup businesses in New Zealand and overseas. Consistently exceeds targets. Bright and cheerful, able to build ongoing relationships. Personality plus and extremely positive.

Temp – Office Administration Support Experienced accounts / payroll / office administrator available immediately for temp assignments. Lovely personality, calm presence and great customer service skills.

Engineering / Mechanical Motivated and ambitious candidate available with notice. Would like to work as a consultant in the civil industry. Enjoys the technical side and troubleshooting. Has experience in mechanical and engineering.

Customer Service / Administrator Very well-presented administration professional recently returned to Northland and looking for a new challenge. Strong customer service and data entry skills.

Junior Finance New to the area and due to graduate with Bachelor of Commerce Accounting & Finance. Excellent computer and customer service skills with a personable, professional manner. Available with notice – currently on assignment.

Accountant Assistant Experience in a range of software from MYOB to Greentree. Intermediate knowledge of accounting and achieved Bachelor of Accountancy. Enjoys troubleshooting and problem solving, focused on increasing business efficiently.

Temp – Administration Manager Very strong experience across all aspects of office administration / accounts / payroll available from 10 September for temping / contract roles. MYOB, Xero, QuickBooks, Accredo, Smart Payroll, IMS. Can help with system improvements and implementations.