

# Lift your status as employer

TANIA BAWDEN

**A**TTRACTING and retaining the best staff in a time of skills shortages is vital for a company's success.

One of the best tools in winning the talent war is to develop a well-known and respected employer brand as part of developing a reputation as employer of choice, Adelaide strategist, consultant and author Brett Minchington says.

"Employer-of-choice status can result in finding the best person faster – and so lifts hiring efficiencies and improves overall productivity," he says.

"After all, people are a company's greatest asset. Your firm is only as dynamic as your people."

Recruitment is about attracting the most talented and capable people efficiently and effectively so any positive messages – "and demonstrable actions that you can transmit into your local community

about your employer brand" – give a company the advantages it needs, Mr Minchington says.

"It's an employee's market and job candidates can be very choosy about where they work.

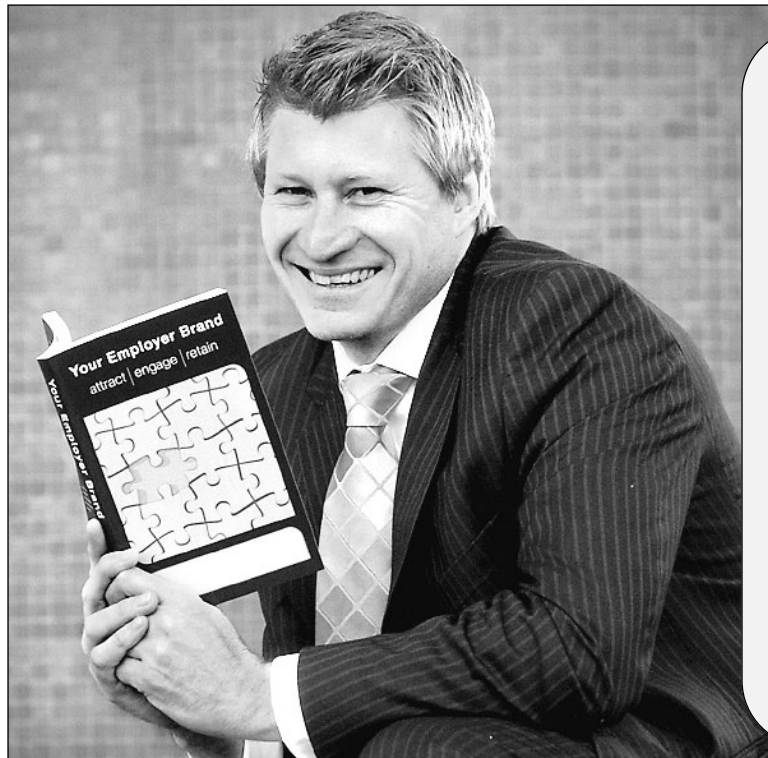
"Equally important is engaging and retaining these people beyond the initial induction period.

"It is not just about pay and benefits. Increasingly, employees are looking for employers who match their values, who care about the environment they work in, and about the service they offer to their customers."

Consistency in the delivery of the employer brand is very important, Mr Minchington says.

He warns there must be a close correlation between the external perception and the internal operations of the business. The EOC status should not be treated lightly or promoted without substance.

"One of the issues to be careful



**BRAND NAME:** Consultant and author Brett Minchington.

about with EOC status – or promoting your company as an EOC – is to act, implement and continually assess," says Mr Minchington, who also is the managing director of Collective Learning Australia.

"It must not become a vanilla topic. If a candidate is attracted to a company because it declares itself an EOC, only to find after joining it is nothing like what was promised, the message is soon communicated that the company has not delivered on its brand promises."

Alarm bells should also ring if a

company loses up to 20 per cent of its staff each year.

"At the end of the day, a company has to develop a balanced scorecard or a 'human-capital metrics dashboard' that contains the measures which are most relevant to the company and the industry it operates in," Mr Minchington says.

"There is no one-size-fits-all scorecard.

"The companies which really live by their employer brand are the companies which consistently deliver through their people, products,

## Win the talent war

Benefits of maintaining a strong employer brand:

1. Increased productivity and profitability.
2. Improved employee retention and employer attractiveness.
3. Better staff engagement and commitment.
4. Improved employee relations.
5. Shorter recruitment time.
6. Lower recruitment costs.
7. Raised staff morale.
8. Minimised loss of talented staff.
9. Employees recommending the organisation as a place to work.
10. Employees committed to organisational goals.
11. Maintenance of core competencies.
12. Ensuring the organisation's long-term competitiveness.

and processes, a level of service excellence that is consistent, 24/7, 365 days a year.

"When your employment record matches your delivery record, when your product record matches your service record, then you really are an employer of choice."

□ Brett Minchington, author of *Your Employer Brand: attract, engage, retain*, launches his Employer Brand Workshop at ETSA Park Conference Centre, Mile End, on March 29. The masterclass covers the benefits of employer branding and how to develop it in stages – audit, design, integrate and evaluate. Go to [www.collectivelearningaustralia.com](http://www.collectivelearningaustralia.com)

**AIRPORT MANAGER**

Applications in writing are invited from suitably qualified or experienced persons for appointment to the position of Airport Manager. This appointment will be a full-time permanent position.

The successful applicant will be based at the Kingscote Airport and will report directly to the Chief Executive Officer of the Kangaroo Island Council.

The primary role of this position will be to ensure the safe and efficient operation of the Kingscote Airport including specific emphasis on compliance with relevant legislation.

Requests for copies of the position and person profile and other enquiries can be directed to Nick Brown, Chief Executive Officer on (08) 8553 4511.

Applications in writing and marked "Airport Manager" should be addressed to the Chief Executive Officer, Kangaroo Island Council, PO Box 121, Kingscote SA 5223 and reach him by 5 p.m. on Wednesday 7 March 2007.

**N. Brown**  
CHIEF EXECUTIVE OFFICER

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**FINANCE MANAGER**

The Sarin Group is a dynamic and extremely successful tuna farming and property development company, with operations in Port Lincoln and Europe and turnover exceeding A\$100m.

Recent growth has created an opportunity for a suitably experienced person to join the team and support further growth anticipated in the Australian and overseas operations.

Reporting to the Chief Financial Officer, the Finance Manager will be responsible for the provision of all aspects of group accounting. You will have attention to detail and the ability to achieve deadlines together with strong technical capability.

Responsibilities include:-

- Management of financial reporting for 50+ entities in the Group, including their audit
- Preparation of monthly Board reports
- Manage the preparation of budgets and forecasts
- Ensure cash flow projections are maintained in accordance with treasury guidelines
- Management and administration of the Treasury function
- Ability to analyse business ventures and report financial evaluations on projects
- Management of a nine person finance and administration team

The successful applicant will be CA/CPA qualified with proven experience in a Big 4 or 2nd Tier accounting firm. Experience in Treasury management/ Treasury audit or Statutory audit would be beneficial. An attractive salary package will be discussed with applicants selected for interview.

To apply, please forward your resume to the Human Resources Manager, PO Box 1073, Port Lincoln SA 5606.

3-MAR-2007 3054911v3

**SIMS METAL**

**State Engineer**

- Leadership role
- Adelaide based within global operation
- Great career opportunity

SimsMetal is market leader in industrial services, with operations across Australia and overseas. They are seeking an experienced Senior Engineer to lead their Plant and Maintenance division.

Reporting to the General Manager, the successful candidate's primary responsibility will focus on maintaining the efficient performance and availability of plant and equipment for SA & NT, conducting preventative maintenance programs and managing staff. Additionally, continuous improvement processes, maintenance of quality and safety standards and adherence to budgets are an important part of the role.

You will be a proven leader and a self starter who has excellent interpersonal skills and solid practical engineering experience. A trade qualification is essential and relevant tertiary studies will be viewed favourably as will experience within the heavy engineering/equipment industries.

A competitive salary package, including vehicle and bonus will be negotiated with the successful candidate commensurate with skills and experience.

This position offers a great opportunity to progress your career with a respected international company that offers work/life balance, succession planning and incentive bonuses.

**Please forward applications via email to [admin@christieandbetro.com.au](mailto:admin@christieandbetro.com.au) OR post to christie&betro management Level 3, 18 Grenfell Street, Adelaide SA 5000**

For a confidential discussion, contact Bernice Witkowski on 8231 4644.

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Christie&B3-3 3173370

**AMA SOUTH AUSTRALIA**

The Australian Medical Association is the peak representative body for doctors in Australia and provides a corporate identity and a coherent voice for the nation's medical practitioners, those who serve it and those who are served by it.

**ACCOUNTANT**

Reporting to the Chief Executive Officer, this varied and interesting role requires someone who can take a principal responsibility for the accounting and financial management of the organisation, whilst leading by example in a hands-on role in the day-to-day running of the Association's South Australian branch.

**Your main responsibilities will include:**

- Maintaining the organisation's accountancy system and monitoring the AMA(SA)'s financial position
- Preparing budgets and financial statements
- Ensuring payment of accounts, payroll, banking, receipt income and preparing BAS and instalment activity statements
- The role also carries a responsibility for managing the organisation's commercial activities, including tenancies and leasing arrangements.

**Essential requirements include:**

- Self motivated with the capacity to work with minimal supervision
- Able to provide leadership in a small office
- Sound knowledge of accounting principles and practices, and computerised accounting systems
- Knowledge of Microsoft Office Suite (including Excel) and MYOB.

The successful candidate must be tertiary qualified and preferably hold CPA/CA qualifications. Applicants with a sound knowledge of information technology, network applications and membership databases would be highly regarded.

Interested candidates can obtain a copy of the Job and Person Specification by contacting Jan Thomas during business hours on 8100 7030. Completed applications can be submitted to: Kane McCard via [kane.mccard@mcARTHUR.com.au](mailto:kane.mccard@mcARTHUR.com.au)

Applications close Friday March 16th 2007. Confidentiality of applicants is assured.

**McArthur MANAGEMENT SERVICES**

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