

AgCareers.com Connects Agribusinesses & Job Seekers To The Global Talent Pool



Deb Francis

AgCareers.com, one of the world's leading online career sites and HR service provider, is launching in New Zealand and Australia this November.

Currently boasting over 1 million page hits per month to its North American site, AgCareers.com will connect NZ and Australian agribusiness job seekers with agribusiness employers from around the globe in the agriculture, food, natural resources and biotechnology sectors.

Rimfire is excited by the opportunity to be associated with AgCareers.com in the NZ and Australian agribusiness market places.

For the first time, agribusinesses and graduates in NZ and Australia will have access to a world class, agribusiness-specific job board.

There is no doubt that attracting top talent is a global issue for agribusiness, not just a local one.

Extend The Reach

So along with being able to extend the online reach of agribusiness job seekers, AgCareers.com will help companies attract talent from the global market.

For almost a decade in the United States and Canada, AgCareers.com has been the leading recruitment website for agribusiness.

It is a simple online job seeking tool that is economical and efficient for both job seekers and advertisers.

Each month more than 1000 new roles are posted to the site across the whole spec-

trum of agribusiness – production, sales and marketing, finance, R&D, natural resource management and general management.

The site has also been an effective employment tool for government and industry groups as well as food processors and manufacturers.

Katrina Dwyer who is well known to many of us at Rimfire has been tasked by AgCareers.com to introduce AgCareers.com to the Australian and NZ marketplaces.

Unique Background

She is ideally suited to the task with a unique background in local and global recruitment combined with extensive experience in employment advertising – both print and online.

In preparing this month's *Rimfire Roundup*, I asked Katrina what were some of the great things about bringing a site like AgCareers.com to the NZ and Australian marketplaces.

She said that one of the best things is that for the first time, our agribusinesses will not only have access to a local *and* global talent pool of candidates, but also dedicated account managers with experience in writing job advertisements for the online environment.

It's clear that in NZ and Australia, visitors to AgCareers.com will also quickly come to

see that it is more than just an online employment website.

Katrina Dwyer said that along with account managers who understand agribusiness, AgCareers.com will give advertisers and job seekers a weekly e-newsletter covering current recruitment trends and issues in agribusiness as well as focussing on topical agribusiness and food industry issues.

Dedicated, Useful Tool

It is a dedicated and useful tool for anyone interested in working in Australian agribusiness.

If the success of AgCareers.com in the United States and Canada is anything to go by, then AgCareers.com is destined for great things here.

Each month the site has over 1 million page views, almost 40,000 unique users, 600 new users and almost 1500 new jobs are posted.

It is worth noting that a recent survey of HR professionals revealed that niche employment sites, like AgCareers.com provide the best talent and are the number one source for attracting passive job seekers.

This reinforces that one of the other great things about AgCareers.com for agribusinesses and job seekers is that it provides an opportunity for much greater exposure.

AgCareers.com launches in NZ and Australia November 2006: www.agcareers.com.

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