

RECRUITING YOUR WORKFORCE //

DOWNLOADABLE TOOLS FOR YOUR BUSINESS



➔ ManawatuNZ.co.nz/work-hub

A vertical banner image. The background is a dark, moody landscape with a sunset or sunrise sky in shades of blue and orange. In the foreground, there are dark, silhouetted plants, possibly reeds or grass. Overlaid on the image is a large, stylized white 'W' logo, which is the primary visual element. The logo is composed of several sharp, angular strokes, giving it a modern, geometric appearance. It is positioned vertically, running down the center of the frame.

We get it – promoting your business can be tough, especially to people outside the region who may not know just how epic Manawatū really is. These tools have been created to help make your recruiting process easier and more successful. You know your business inside out and we know the region, together we can attract top talent to Manawatū!

WHY USE THIS TOOLKIT?

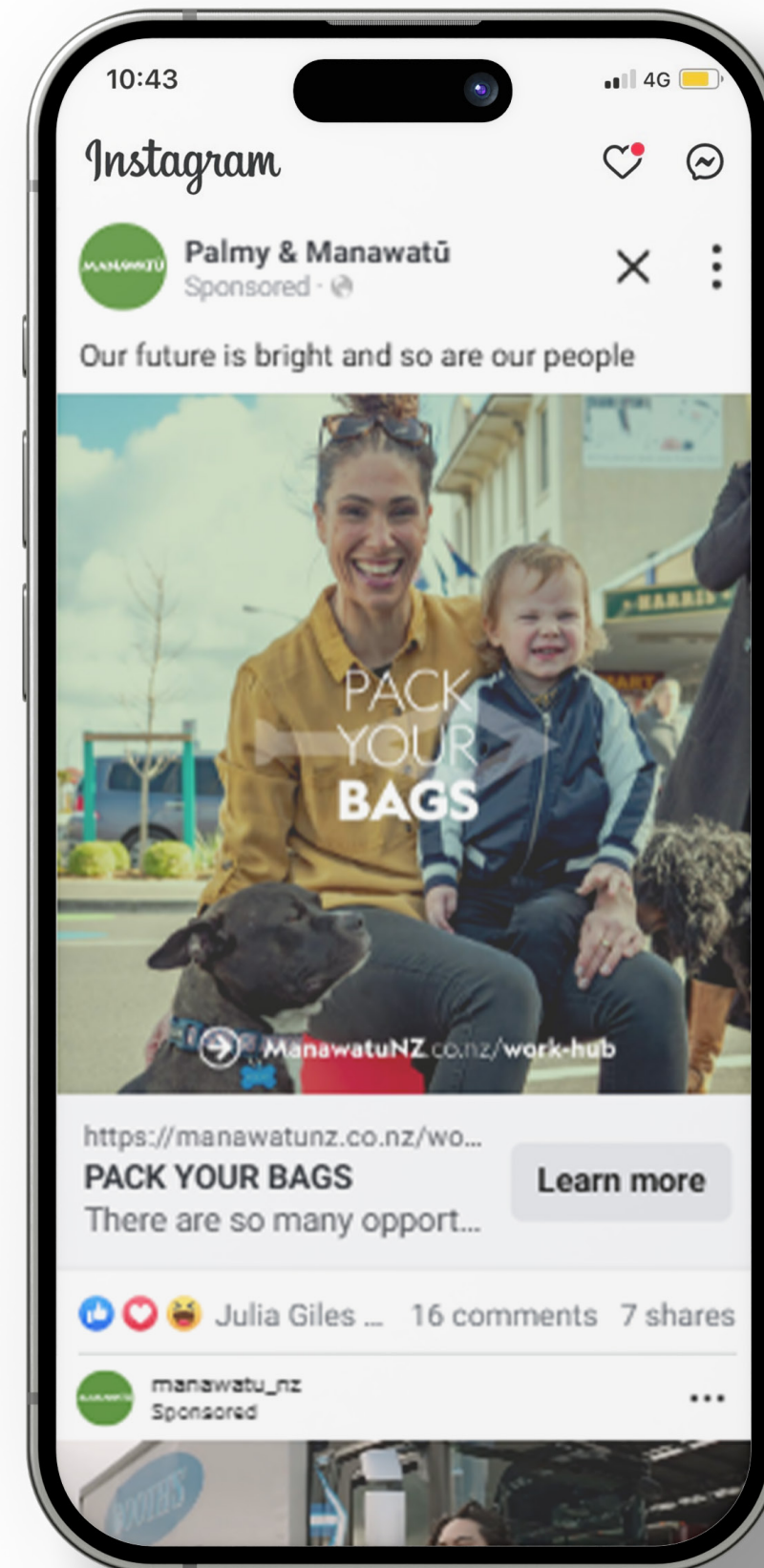
Attracting top talent to your business isn't just about selling a job; it's about selling a lifestyle. People move for work life balance, affordable living, and opportunities for a great quality of life. We both know that Manawatū offers all those things, so we've created some easy-to-use tools and content to help you include this message throughout your recruiting process. This toolkit will boost your recruitment efforts and help potential hires imagine their future here.

PROVEN TO DELIVER RESULTS

This toolkit isn't just packed with great content; it's backed by results. On the regional website, **ManawatuNZ.co.nz**, and regional social channels (**Facebook** and **Instagram**), we regularly use this curated content to boost visibility of our region's offerings and strengths. And it is working!

We routinely see positive engagement and interest from audiences in Auckland, Hamilton, Tauranga and Wellington. We know, through our website traffic and social media engagement data, that there is plenty of interest in what our region has to offer with people consistently engaging in our targeted regional campaigns. By leveraging these resources, you can tap into the momentum we've already built while showcasing your business and unique career opportunities. It is together that we can highlight the lifestyle that makes living and working in this region special.

Using this toolkit means you're not just promoting a job; you're connecting with a wider audience that's already curious about what Manawatū has to offer. Expect more clicks, higher engagement, and stronger interest in your job listings when you utilise these tools.



CONTENTS:

- >> Short and Punchy Captions 4
- >> Regional Paragraphs 5
- >> Manawatū Imagery and Video 7
- >> Social Media Captions 8
- >> Campaign Tools with Regional Branding 9

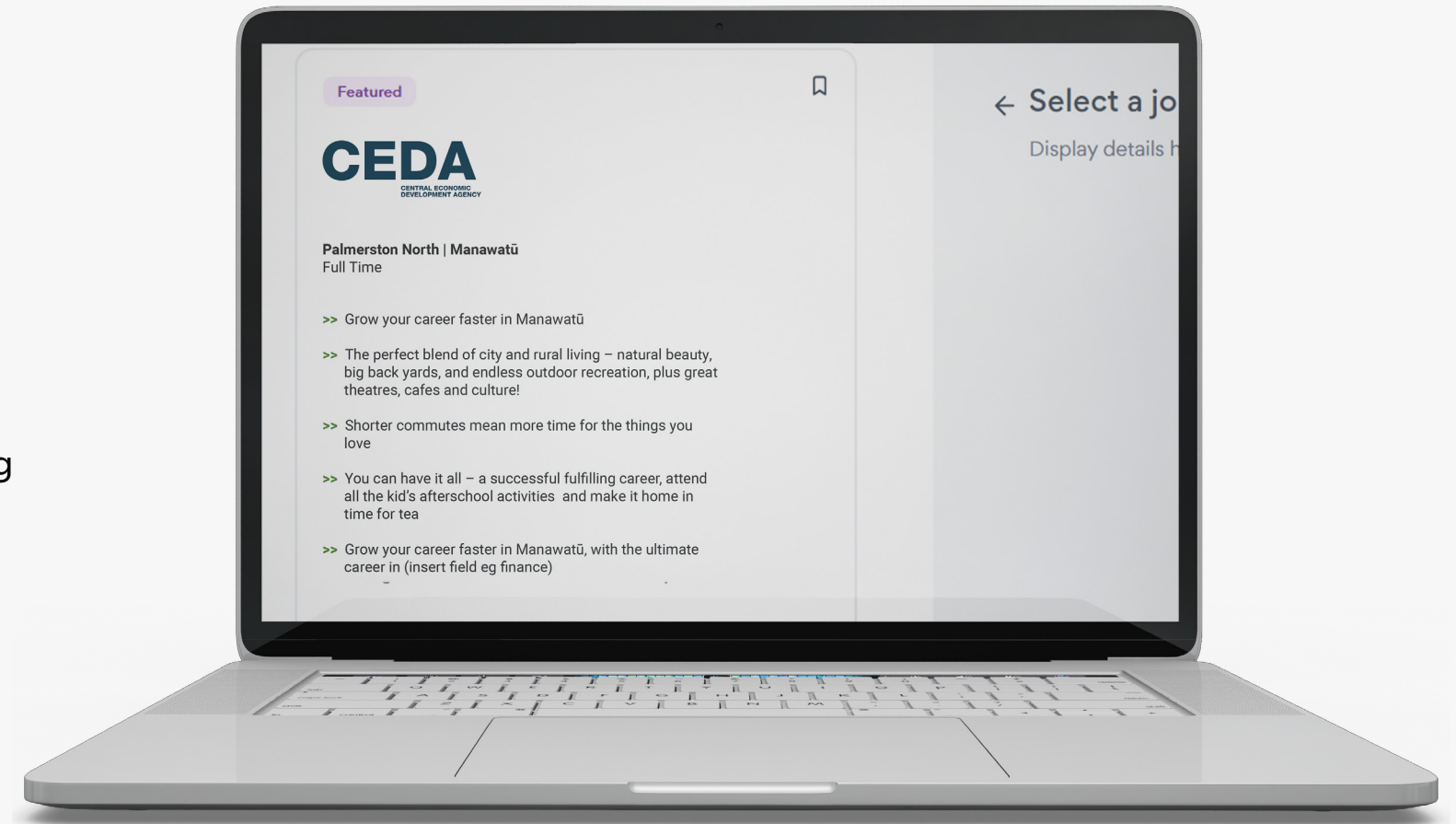


SHORT AND PUNCHY CAPTIONS.

PURPOSE: Enhance your job listings on job listings on **Seek.co.nz, LinkedIn, TradeMe**, and other recruitment platforms, by adding in these short, punchy captions.

HOW TO USE: Copy and paste one of these captions into the introduction of your listing to immediately capture the reader's attention and emphasise the lifestyle perks of Manawatū. Consider updating captions for variety, depending on role or audience.

- >> Grow your career faster in Manawatū
- >> The perfect blend of city and rural living – natural beauty, big back yards, and endless outdoor recreation, plus great theatres, cafes and culture!
- >> Shorter commutes mean more time for the things you love
- >> You can have it all – a successful fulfilling career, attend all the kid's afterschool activities and make it home in time for tea
- >> Grow your career faster in Manawatū, with the ultimate career in (insert field eg finance)
- >> Get on the housing ladder faster while accelerating your career in (insert field eg construction)
- >> It's all about work-life balance - the gift of time and space to prioritise your well-being



REGIONAL PARAGRAPHS.

PURPOSE: Use these slightly longer, concise paragraphs where you want to add a bit more detail. They are designed to give potential hires a snapshot of what Manawatū has to offer.

HOW TO USE: Include these in the ‘About Manawatū’ section of your job listings or in emails to prospective candidates. You can use them on your website’s careers page. Make sure to link to **ManawatuNZ.co.nz**

40+ WORDS

Join Us in Manawatū!

Level-up your career in Manawatū and experience shorter commutes and a balanced lifestyle. Enjoy the perfect blend of city and rural living with natural beauty, and outdoor recreation, plus theatres, cafes, and culture and a welcoming community vibe.

[Your Role Here]

Join [Your Company Name] and elevate your career in Manawatū!

100+ WORDS

Join Us in Manawatū!

Looking for your next career move? Discover abundant opportunities to level-up your career in Manawatū. Enjoy the perfect blend of city and rural living with stunning natural beauty, big backyards, and endless outdoor recreation. Plus, theatres, cafes, and a rich cultural scene are all within reach.

Experience more time for what you love with shorter commutes and a balanced lifestyle. Join a community of doers and innovators and take advantage of the better cost of living on offer. Move to Manawatū and find the perfect place to grow your career and enjoy life to the fullest.

SUPPLEMENTARY COPY

The region’s diverse economic profile and excellent schooling options makes it ideal for your partner and family to come along too!

[Insert Role Here]

Join our team and take the next step in your career with [Insert Your Company Name]!

VISUAL LIBRARY.

PURPOSE: Visual content is powerful. High-quality images and videos of Manawatū will make your job listings stand out and leave a lasting impression.

HOW TO USE: Add these visuals to your job postings, social media campaigns, or website to create a strong connection with prospective hires. Visuals can also be included in email campaigns or recruitment newsletters to enhance engagement.

Get FREE access to regional imagery and videos! Looking for something specific? Send your request to marketing@ceda.nz – chances are, we’ve got it on file.

Here’s some of our fave pics to help showcase Manawatū.



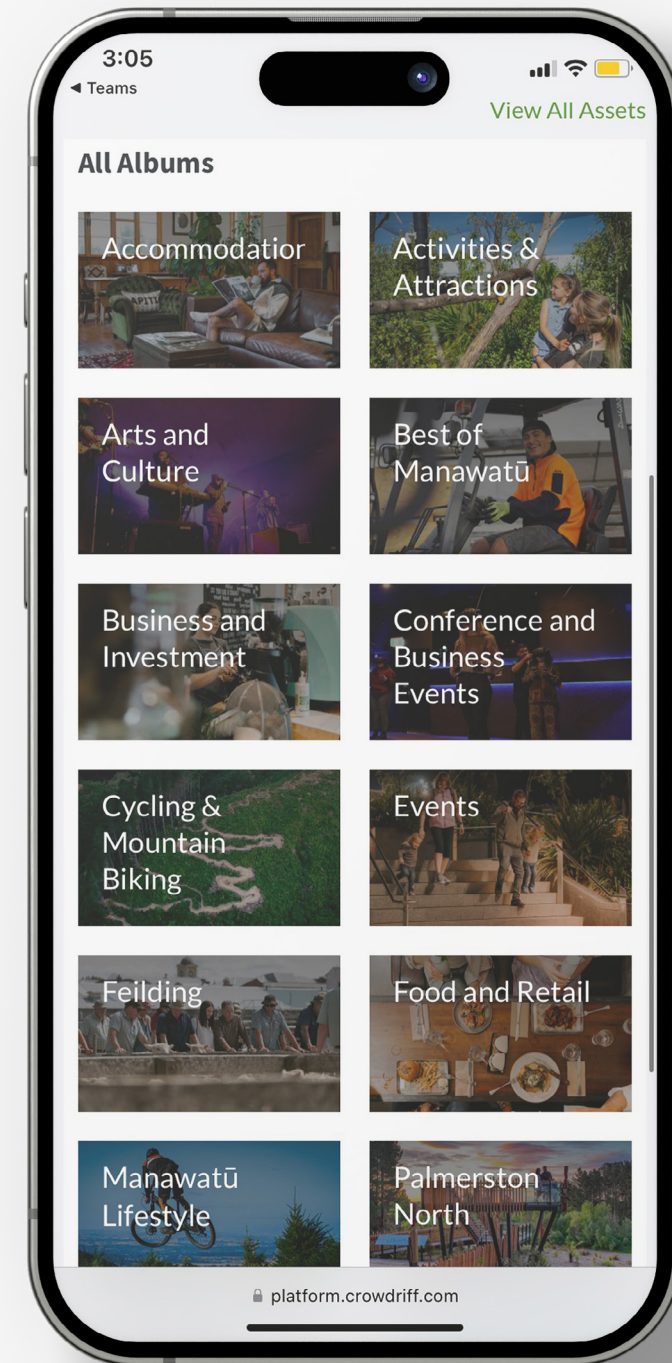
bit.ly/showcase-manawatu

VIDEO REELS

Showcase Manawatū’s epic lifestyle with these regional videos. Choose from 15, 30, or 60 second versions.



bit.ly/talent-videos



SOCIAL MEDIA CAPTIONS.

PURPOSE: Drive engagement and awareness with easy-to-use social media captions that showcase Manawatū's lifestyle benefits. Remember to tag @ManawatuNZ!

HOW TO USE: Copy and paste the provided captions when promoting job listings on your business's social channels. Pair them with the regional imagery or video tools for maximum impact. Don't forget to link back to your job posting or [ManawatuNZ.co.nz](https://www.manawatu.co.nz) for further information.

SOCIAL POST #1

- Elevate Your Career with [Your Company Name] in Manawatū!

- Shorter commutes, balanced lifestyle
- Theatres, cafes, and rich culture
- Mountain biking, hiking, and more

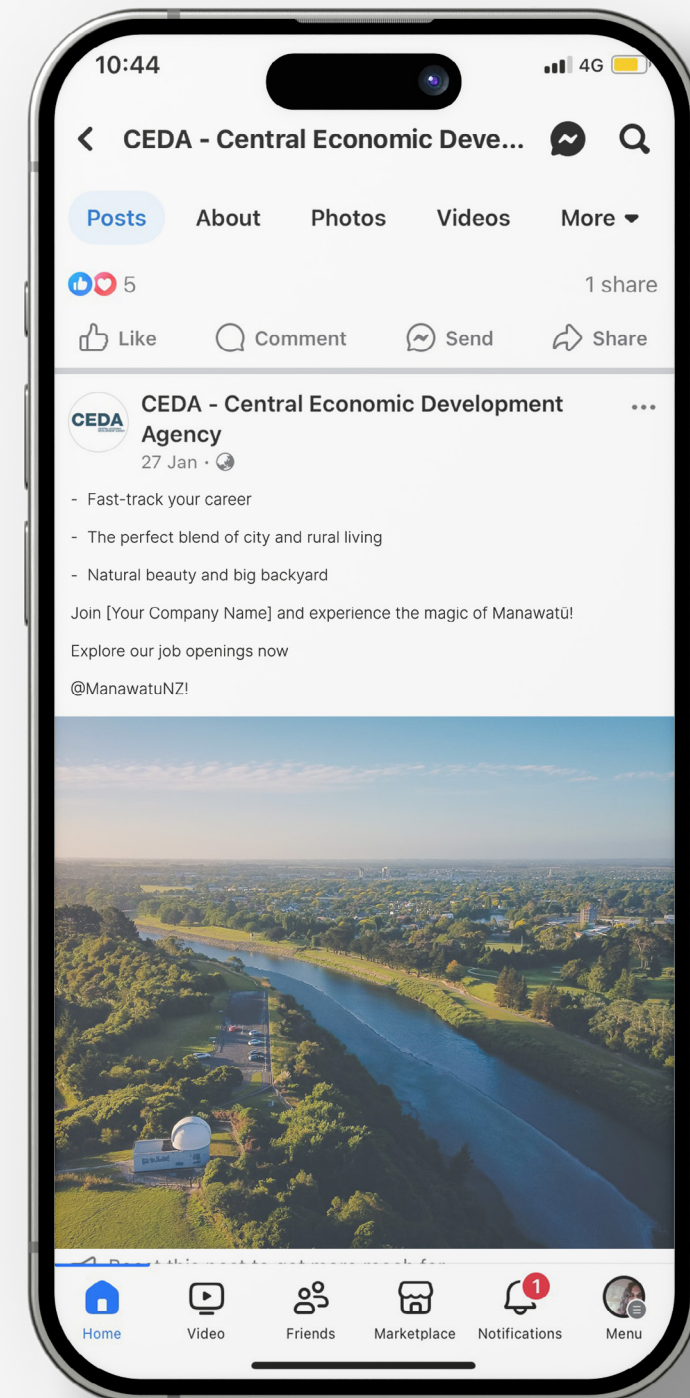
We're hiring! Discover how you can grow your career and enjoy life to the fullest in Manawatū

SOCIAL POST #2

- Fast-track your career
- The perfect blend of city and rural living
- Natural beauty and big backyards

Join [Your Company Name] and experience the magic of Manawatū!

Explore our job openings now



CAMPAIGN TOOLS WITH REGIONAL BRANDING.

PURPOSE: Increase brand recognition for both your business and the region by using these regional-branded tools.

HOW TO USE: Add the regional branding to your digital job ads, newsletters, or website. These tools include links that guide potential candidates to [ManawatuNZ.co.nz](https://manawatuNZ.co.nz), where they can learn more about living and working in Manawātū.

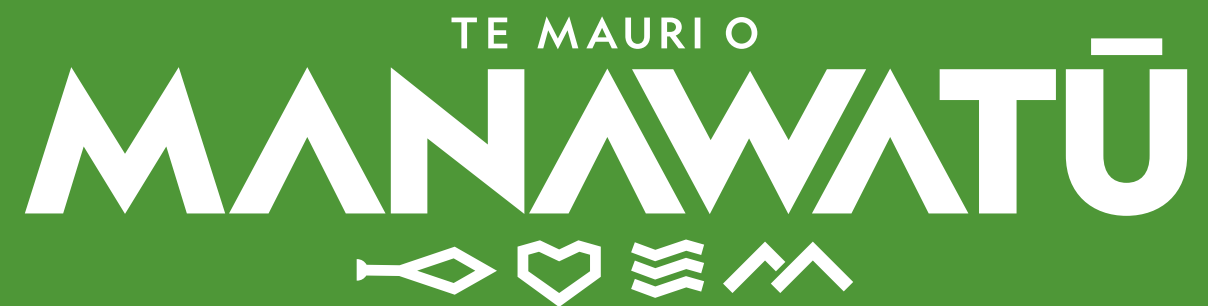


bit.ly/campaign

Stand out and attract top talent by sharing these tools with your job advert. Curated with a unique Manawātū flair, they feature strong key messages and imagery that are proven to deliver strong engagement.

Want to add your logo? Get in touch with us to make it happen
marketing@ceda.nz





 ManawatuNZ.co.nz/work-hub

WEBSITE //
[MANAWATUNZ.CO.NZ](https://ManawatuNZ.co.nz)

FACEBOOK //
[PALMY &
MANAWATŪ](#)

INSTAGRAM //
[@MANAWATU_NZ](#)
[#THISISMANAWATU](#)

EMAIL //
COMMUNICATIONS@CEDA.NZ

PHONE //
+64 6 350 1830