



Commercial  
Communications  
Council

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**Looking for the  
next generation  
of talent.**

# Growing talent is better for the bottom line

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We regularly hear agencies bemoan the lack of mid-level talent. It's a very real concern. Young New Zealanders have a long and proud tradition of getting a couple of years' experience and then heading off to explore the world.

The impact is obvious – there are too few people with mid-level experience, which pushes up salary expectations as agencies fight to win the talent battle – but the causes are obvious too.

As an industry, we are simply not bringing enough young people into our companies, which makes us susceptible when we lose the precious few to other industries or geographies.



# If we all hired more...



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**01** We'd have a richer more sustainable talent pool

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**02** There would be more entry level talent and less pressure in subsequent years as the talent pool thins.

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**03** There'd be less concern that our competitors will poach our stars.

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**04** We'd see better returns on our investment. In the long-run, the economics would deliver lower costs of recruitment, less salary pressures, and we'd have people trained to deliver great advice, outputs and work.

Win win.



# We're finding the best talent...

# so you don't have to



We're reaching more students than ever before, increasing awareness of the great career opportunities available in our industry.

But our recruitment programme is dependent on you to make it a success. We want every person with talent looking for a role to find a home.

Help us help the industry by making room for a new cohort of entry-level talent and sign up for our 2025 Recruitment Programme.

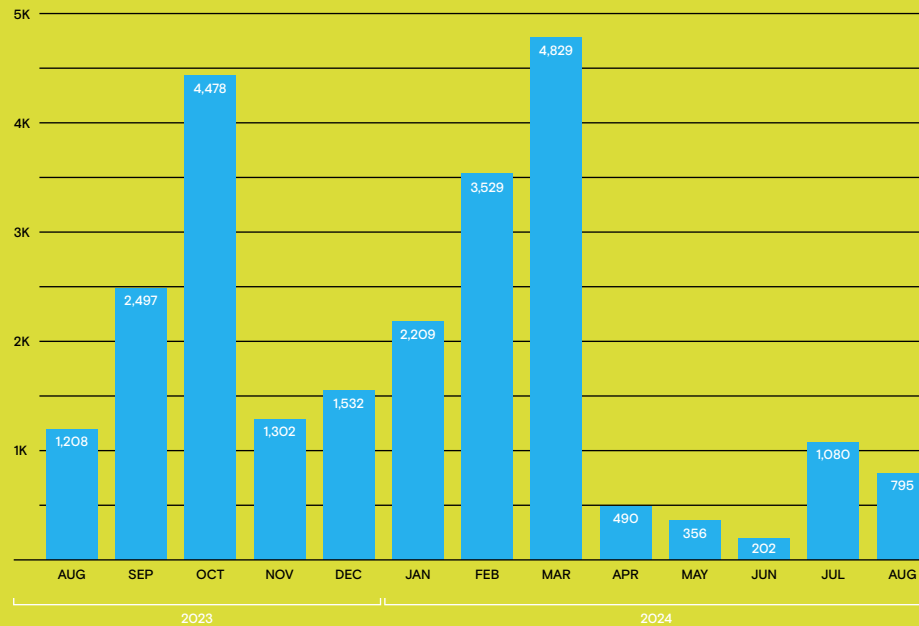


**A.C.E** ADVERTISING  
CAREER ENGINE



# By the numbers

NEW USERS TO WWW.ADVERTISINGCAREERS.CO.NZ



# 25,136

USERS VISITED THE ACE SITE  
AUG 23 — AUG 24

# 4,092

USERS COMPLETED QUIZ: FIND YOUR  
DREAM CAREER IN ADVERTISING

# 350+

PRE REGISTERED CANDIDATES FOR  
RECRUITMENT PROGRAMME



# Recruitment comes first... training follows



Every graduate hired through the Comms Council Recruitment Programme comes with training built in. As part of the process, each recruit gets a free place on our renowned Foundations of Advertising & Media course.

As a result, they learn the context of their role, how their discipline fits into the broader picture of the advertising process, and build career-long friendships. It keeps them sticky to the industry, and sticky to you.

# Programme details

We do the hard work. We spend all year spreading the word, attracting people to our industry and inviting them to apply.

We filter the candidates, narrowing the candidate list to the very best talent.

Then we invite agencies to a day where they meet the candidates, see them present individually, and connect you with them to interview further and offer them roles.

It's recruitment made simple.

# Timeline



OCT 1

Applications open



OCT – NOV

Comms Council Interviews/Testing



DEC

Shortlisting



LATE JAN

Agency Day



FEB

Agency interviews



MAR

Recruits begin

# What does it cost?

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Your investment of \$3000\* per recruit will provide the following benefits, and all without the recruitment legwork:

- Automatic enrolment at no extra cost for your recruit/s on the highly regarded Comms Council Foundations of Advertising and Media Course.
- Connection for your recruit/s with the Comms Council young leaders group - First Five Rungs. They receive a special welcome pack, networking opportunities and peer support.
- Sticky hires - A group of entrants, joining together, are sticky in a way that individual hires are not. They bond to the company but they also connect to one another. They become a unit.
- Ongoing support from the Comms Council

\*The investment of \$3000 is for a placed candidate in Auckland. Out of Auckland agencies will be charged \$1500 if their recruits will participate in the Foundations Course remotely.







# Summary of benefits

01 Broad reach providing access to top entry-level talent from across Aotearoa.

02 Opportunity to meet many possible candidates, not just a few.

03 Build a strong entry-level talent pool within your agency.

04 None of the recruitment leg-work, we do it for you.

05 Access to renowned Foundations of Advertising & Media course for placed candidate.

06 Mentorship and support from the First Five Rungs.





# Register your Interest

in the Comms Council recruitment programme



For more information on the Comms Council recruitment programme please contact our Future Talent Manager:

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[commscouncil.nz](https://commscouncil.nz)