



High flyers

The Royal Flying Doctor Service is on the lookout for more health pros **P3**



My career

Serving up sweet cold treats rocks Andrew's world **P7**



Upskilling

Tailored training can achieve the best results **P16**



careerone

The Cairns Weekend Post

SATURDAY, MARCH 24, 2012

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Showing it off: Oprah Winfrey's Ultimate Australian Adventure in December 2010 was an example of a massive public relations success.

Defining relations

WHEN I was leaving school, the career options put in front of us were very limited.

I, for one, had never heard of public relations.

However, that soon changed when I started life as a cadet journalist for a magazine publishing company.

Working as a junior reporter

PIP MILLER

Public relations consultant



on various rounds that spanned fashion and food, social and features, I soon

met many of Sydney's leading public relations consultants and after four years and a job offer, decided public relations or PR was a career I would like to try.

That was 23 years ago.

In Australia, public relations has been around since the war.

And yet, after 60 years, it is a

term that is often misunderstood – mainly with sales promotions people and the related fields of advertising and marketing.

It is very hard to define public relations, but in short comes down to communication, relationships and reputation.

▶▶ Continued Page 3

On the bright side

THERE is a silver lining to redundancy, according to data from Right Management.

Its survey of more than 500 participants in its career transition program in 2011 reveals four out of 10 workers made redundant in corporate downsizing end up in a higher-paid role. Another 21 per cent involved in the program remained at the same pay level. The data also reveals that redundancy is a catalyst for change, with 46 per cent of participants changing industries.

Detach yourself

WORKPLACE relations expert Dr Mary Casey says bullied workers need not be powerless.

To be happier at work, Casey advises not to take anything personally. "Being detached in the workplace means you are able to judge and make decisions rationally and impartially," she said.

She also advises not to let negative emotions control you.

"When you feel like you are losing control to anger, stress or fear, take a short walk around the block."

Outlook steadying

HIRING intentions in the manufacturing sector are 10 per cent weaker than this time last year.

The Manpower Employment Outlook Survey finds the outlook for wholesale and retail trade is almost half the national average but projected jobs growth in mining and construction (23 per cent) and transport and utilities (19 per cent) has led to the net employment outlook steadying at 12 per cent. One in four employers expect to increase their headcount in the second quarter.

We've probably already found precisely what you're looking for.

Sales Manager - Outbound

An opportunity exists for an experienced & motivated Sales Manager to lead a team of outbound telesales consultants for a well established & highly recognized media brand. This role will provide you with an opportunity to combine a passion for sales with your people management skills.

Your primary focus will be to generate advertising revenue through targeted outbound calls. Leading by example, you will ensure your team is meeting revenue budgets & call ratios, whilst providing outstanding customer service to a varied client base.

To be successful, you will have the ability to identify & convert opportunities as well as excellent written & verbal communication skills. You will thrive under pressure & have the capacity to meet deadlines. Your ability to cohesively manage a team of sales people will be of paramount importance.

On offer is a competitive salary along with the opportunity to join a large national company which fosters talent & offers genuine career progression opportunity.

Email rebecca@precruitment.com.au

Management & Finance

Business Development Manager As a direct report to the Regional Manager you will spear-head development of agricultural associated products throughout the Far North region. You will have demonstrated relevant experience within a field sales environment ideally in an industrial, pharmaceutical, agricultural or logistics sectors.

Accounting Principal Join this leading chartered firm in a senior management position. You will be responsible for managing an established client portfolio as well as tasked with expanding & growing the business. With strong experience in tax & Business Services you will manage workflow & provide strong leadership. Minimum of 8 years experience, CA/CPA qualified with an excellent compliance record is essential.

Bookkeeper - 2 days Job share position. Work Mondays & Fridays in this friendly & busy office. You will have a mature work ethic, easy going nature & eye for detail. You will have solid bookkeeping experience with strong MYOB skills.

Email rebecca@precruitment.com.au

Remote Opportunities

Local government roles, located on the Cape York Peninsula. Make the most of the great fishing & relaxed lifestyle. Travel & accommodation will be provided.

Chef/Cook Required for a busy takeaway facility on a remote island location. You will be an experienced Cook with Food Handling Accreditation & a great work ethic. Must be prepared to train locals, have people management experience & the ability to efficiently cater for large numbers.

Electrician You must have 2-3 years' experience as an electrician & hold a QLD licence, as well as a Refrigeration Certificate. Previous experience working in a remote environment is highly desirable.

Manager Engineering Services Provide direction, leadership & management to the Shire's Water, Sewerage & Waste Infrastructure. Previous experience & knowledge of legislative & ethical obligations essential.

Pool & Facilities Manager Working for both Council & a Not-For-Profit partner, you will be committed to providing high quality leisure & aquatic facilities for the local community.

Email leslie@precruitment.com.au

Temporary Roles

Accounts Payable/Receivable Highly proficient & experienced professional required, to assist in a small, dynamic team. Responsibilities include bank reconciliations, invoicing & general administrative duties. The ideal applicant will have 3-5 years previous experience in a similar role. MYOB experience is essential.

Promotion Assistants Vivacious & enthusiastic people required for various short term promotional roles. You must have great personal presentation, good time management skills & be available for varying shifts including weekends. Car & licence essential.

Receptionist An excellent telephone manner, strong communication skills & a high attention to detail are essential for this assignment. Whilst prompt & efficient reception cover will be your primary focus, varied administration duties will ensure your days fly by. You must have a welcoming nature, along with enthusiasm, flexibility & a positive team attitude. High computer literacy in MS Office is compulsory.

Email lori@precruitment.com.au



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