

Media release

28 October 2020

CCA PROMOTES REGIONAL JOBS

Employers can now post vacancies on the Choose Cradle Coast website – and it's free.

Cradle Coast Authority CEO, Daryl Connelly, said the free jobs board was a useful addition to advertising in the newspaper and on other websites.

“Redeveloped by CCA last year, the Choose Cradle Coast website and social media presence is pitched at people who are looking to live, work, visit and invest in our region, and showcases our enviable landscape and lifestyle. The jobs board is a useful addition, in that it puts local job opportunities in front of a global audience and adds to the attractiveness of our region”.

Google Analytics shows that people from all around the world visit the site, with around 500 people visiting the jobs board in the past month and over 30,000 people seeing the Choose Cradle Coast Facebook posts.

“We're currently getting a lot of hits from Australia, the United States and France in particular” Mr Connelly said. “As borders reopen around Australia and across the world, I expect we will see more people thinking about moving here. CCA and our Member Councils are playing a part in helping convince them”.

CCA initially created the jobs board feature for vacancies within CCA and its Member Councils but has opened it up to all employers.

“Our own Member Councils have a number of exciting opportunities on the go at the moment, including several vacancies for Australian School Based Apprentice positions commencing next year,” said Mr Connelly.

People can view, create and manage listings via www.cradlecoast.com/jobs/.

Students, parents or teachers wishing to know more about CCA's Australian School Based Apprentice project, should contact Matthew Dickson via mdickson@cradlecoast.com.

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CCA is jointly owned by the nine Councils of western and north-western Tasmania, to help them achieve regional outcomes and maintain strong local government, by working together.

