## RECRUITING IDEAS FOR EMPLOYERS



Post your job(s) online at MinnesotaWorks.net and Northforce.org, as well as your own website.

**Review** current postings for similar jobs and consider ways to make yours stand out. Include in your job posting characteristics that set you apart from other employers.

**Remove** any unnecessary qualifications and requirements from job postings. Remove the driver's license requirement if the job doesn't require driving.

Include typical work hours and wage/benefit information on job postings.

**Communicate often** with candidates during the recruiting and hiring process. Let them know when the position has been filled.

Offer paper and/or mobile-friendly applications to attract candidates without access to a computer.

**Focus** time and attention on retention of existing employees.

Review the Diversity & Inclusion Employer Action Guide for recruiting and retaining a diverse workforce.

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Advertise job posting on social media

Highlight the stories of current employees in short videos or blog posts.

Build your brand as an inclusive employer that actively seeks diverse candidates

Coordinate with others in your industry to recruit together.

2

Consider offering remote or hybric work options.

Allow employees to set their own work schedule.

Offer a consistent, set schedule so employees can plan for child care and transportation.

Align work schedules with public transit schedules and school/day care drop-off/pickup times.

Create part-time positions to attrac candidates who aren't seeking ful -time work ges rather than offerin

Raise wages rather than offering a hiring bonus. Offer clear and consistent steps toward wage advancement.

Increase non-wage benefits, and include these in the job posting.

Survey current employees to ask what attracted them to their jobs and what makes them stay.

Create a referral bonus program to engage current employees in helping recruit.

Initiate health insurance and PTO within the first month after hire so employees don't experience a gap in benefits.

Look at whom you typically attract as applicants and think about who you might be missing.

Youth ages 14-17 often look for summer or part time school year jobs.

Workers over the age of 55 can offer maturity, valuable skills, and experience.

Individuals with disabilities are capable workers and may have access to job coaches or other supports to assist.

Those looking to change careers can apply transferable skills to new occupations.

Reconsider background check requirements. You might miss out on some quality and loyal candidates.

Build internal capacity to train on the job so you're better equipped to hire individuals who lack experience, but are ready to learn and grow.

Invest in your current workforce though training and professional development, as well as clear pathways to advancement.

Invest in technology so your staff have the tools they need to work efficiently and effectively.

Partner with local training programs aligned with the skills you need, and then work together to match graduates to job openings.

Create internships as a way to connect with potential candidates.

Create a registered apprenticeship for one or more high-demand occupations.

Reach out to CareerForce for help!

MARKETING

SCHEDULING

**WAGE STRATEGIES** 

**FILL THE GAPS** 

**INVEST & CONNECT**