



Job Advertising and Recruitment Best Practices

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Agenda

- Job Descriptions
- Advertising Positions
- Interviewing for Success
- Questions?

Job Descriptions

What are the goals of a job description?

- Explaining what the job will be to candidates
- Sets parameters
- Sets title and pay
- Set a possible path to promotion
- Describes your company

Job Descriptions

Job Analysis

- Hardest step – it gets easier from here
- Do your current employees have a detailed outline of their current job duties?
- What is the role you are trying to fill?
- What are the tasks that need to be completed for the company?
- What is does a typical day look like for the employee?

Job Descriptions

Job Analysis

- Write out the job responsibilities
 - Bullet point format for easy viewing
 - List the most important duties first
 - Highlight specific projects or tasks the position will be doing
- Describe “A day in the role” to better convey the job duties
- List the expected results that are necessary for the job
- If you will have duties that the position may take on in the future, make sure to put “Additional duties as requested” as your last point

Job Descriptions

Qualifications

- Knowledge
 - Educational background, degrees, or work experience
 - *Example:* High-school diploma or GED
Bachelor's degree and 2-4 years of experience in environmental work
- Skills
 - Ability to complete technical parts of the job
 - *Example:* Surveying experience in the field of land surveying
Experience with GIS
- Traits
 - Personality traits that is preferred that the candidate has
 - *Example:* Customer service skills, capacity to work independently/in teams, dedicated work ethic.

Job Descriptions

Specific Information to Include

- Salary
- Location of position
- Open and close date of application period
- Job Benefits
- Contact Information

Job Descriptions

Avoid these things

- Cliché's
 - Go getter
 - Rockstar
 - Multi-tasking wizard
 - Thinking outside the box
- Language that can be seen as discriminatory
- Abbreviations specific to the company
 - DEQ, SWCP
- Copy and pasting from a template

Advertising Positions

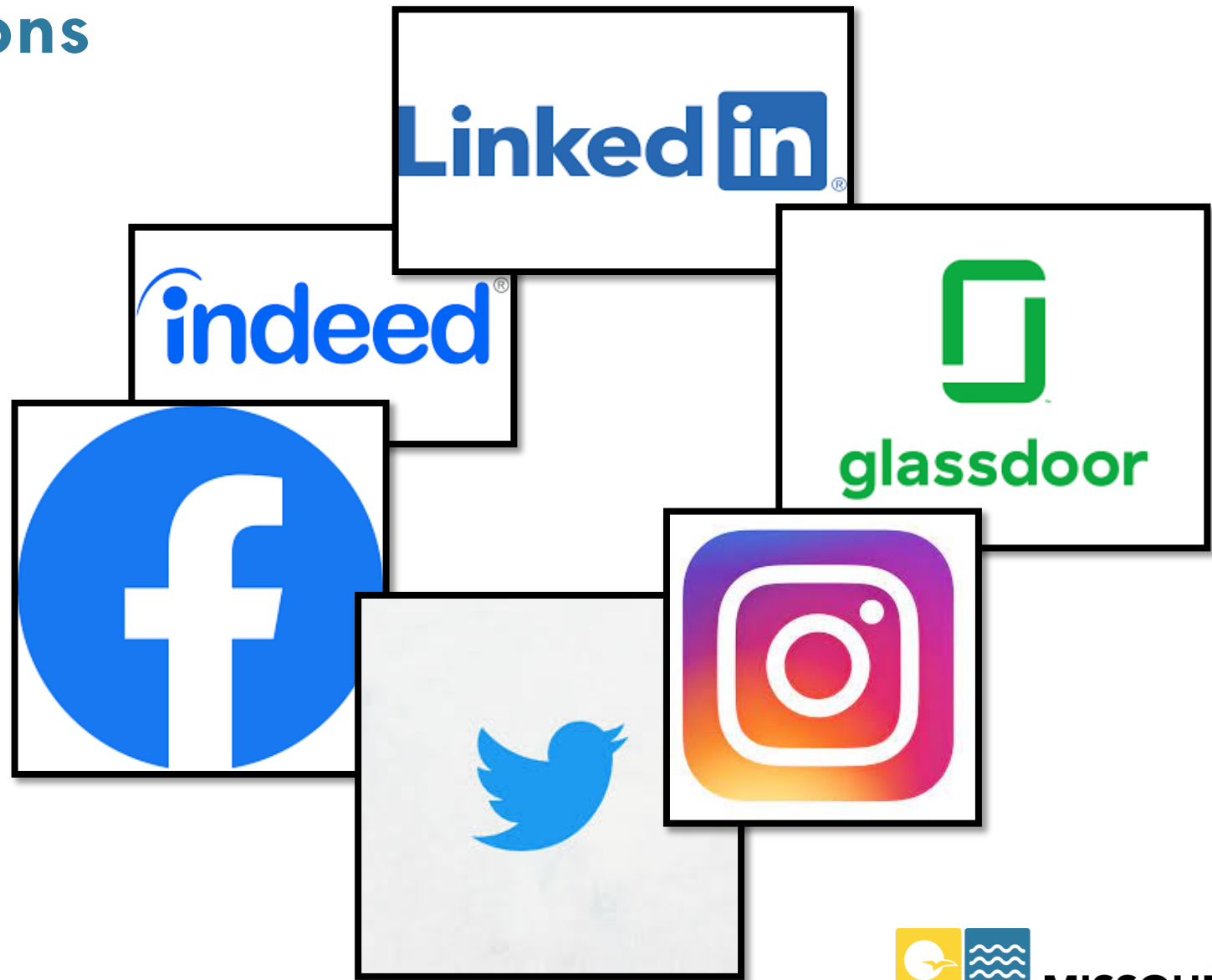
Questions to ask yourself first

- Who is your audience?
- Where are they looking for jobs?
- What is your average time to fill?

Advertising Positions

Places to post

- Job Search Websites
 - Indeed
 - LinkedIn
 - Glassdoor
- Social Media
 - Facebook
 - Twitter
 - Instagram



Advertising Positions

Social Media Tips

- Keep your post brief
 - One to two lines max
- Grab their attention
 - “Who says you can’t get paid for playing in dirt? Come join our team and do just that!”
- Use Hashtags
 - #soil #nature #jobs2022 #environmentalscience #conservationdistrict
- Send direct messages
 - “cold call” anyone you think may be qualified by reaching out to them FIRST
- Post and share your job in social media groups

Interviewing for Success

- Ask behavior based questions
- Avoid questions that can be answered “YES” and “NO”
- Spend time evaluating candidate answers immediately or soon after the interview
- REFERENCE CHECKS
- Set realistic goals to be met for the candidates first week, three weeks, six weeks, and eight weeks of employment.

Job Advertising and Recruiting Best Practices

Questions?