The Battle for Top Talent
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About the Presenter

Jonathan leads human resource product development and delivery for CivicPlus. He has experience in research & development, business process automation and professional services.
About CivicPlus

- Employee Management
- Website & Hosting
- Mass Notification
- Parks & Recreation
- Agendas & Meetings
- Integrated Platform
Employer Branding

Creating the Right Job Postings

Realities of Recruiting Today

Q&A Forum
Objectives

- Create an employer brand that supports the mission of your municipality
- Craft postings that attract top talent
- Capture top performers who will advance your organization
Why?
75% of the fully-employed LinkedIn members are not actively looking...

over 90% for high-demand positions

Source: LinkedIn annual talent study.
FYI. Pew 2015 study, 79% say internet is most important resource.
• Private sector competition
• A slower hiring processes
• Expectations of digital-first
• Hard-to-fill public sector roles
How?
Employer Branding

Who are you and why should I care?
Why Community & Employer Brand is Important

Brand is more than colors and logos. A strong community brand can help boost economic development, tourism, and the sense of community residents enjoy. Recruiting begins before any job opening is posted. What can an interested candidate learn about your organization prior to applying?
“What’s your role here?” President John F. Kennedy supposedly asked a janitor when he was visiting the NASA facility in 1962. “I’m helping put a man on the moon,” the man replied.
• Define your community mission.

• Communicate your vision.

• Identify goals that everyone can work toward.

• Share how employee efforts contribute to the overall success of the community.

Resources:
Simon Sinek website or YouTube
Drive | Daniel H. Pink website or YouTube
Connect your community and employer brand

- Demonstrates the benefits of civic employment.
- Describe what makes your community unique and the benefits of working for your local government.

You don’t have to start from scratch. Leverage your local Chamber of Commerce, economic development or community organizations to source content.
Employer branding in action...
Employer branding in action...
Creating The Right Job Posting

Are you talking to me?
Not all candidates are sourced the same way...

Traditional hiring processes target the 17% actively looking for a job.

The other 83% often contains the top candidates.

Resource: [Hire with Your Head - Lou Adler](#)
Mission and Purpose

• What are you trying to accomplish?

• How will this role contribute?

Legend has it that Sir Ernest Shackleton used the copy above in an ad to recruit his crew for a South Pole mission. The British explorer was very clear: the challenge ahead was anything but easy. The actual expedition took more than five times the 120 days that was initially predicted. Nothing went as planned — it was a hazardous journey but everyone returned alive. The expedition demonstrated that Shackleton recruited the right team. The ad has taken on life of its own — it has been quoted countless of times as a perfect example of how to recruit talented people.
Focused on the job need
Focused on the community need
List of achievable results
A list of tasks
Defines the ideal candidate in skill-based terms
Defines the ideal candidate in outcomes-based terms
Focuses on quantity of assignments and experience
Focuses on quality of assignments and performance
Describes in terms of having
Describes in terms of doing
Sets an optimum expectation for performance
Sets a minimum expectation for performance
<table>
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<th><strong>Job Description</strong></th>
<th><strong>Job Advertisement</strong></th>
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Job
Advertisement

- Focused on the audience
- Use performance profiling to sell a position
- Brief and compelling
Based on what your best employees do differently

2. Define expectations in quantitative and qualitative measures

3. Focus on the daily, monthly, quarterly, results

4. Define clear goals and objectives in terms of outcomes
Deputy City Clerk

Under the general supervision of the City Clerk. Performs responsible professional, administrative, clerical and technical services for the clerk’s office. This position is responsible for the maintenance and retrieval of official City records, including but not limited to City legislative meetings, licenses, contracts and other official City records.

- Performs City Clerk functions in the absence of the City Clerk.
- Performs a variety of routine and complex clerical, secretarial and administrative work in direct support of the City Clerk.
- Keeps official records.
- Provides proactive customer support for City Hall.
- Assists in the administration of the standard operating policies and procedures of the department.
- Maintains the official documents of the City, including but not limited to legislative minutes, ordinances, resolutions and contracts.
- Prepares documents for publication in accordance with State law.
- Assists with coordinating the response to public records requests pursuant to State law.
- Maintains the City's official records and monitors the retention schedule.
- Maintains record storage system....
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**Deputy City Clerk**

Help keep City administration running smoothly to better serve our internal and external constituents. As a Deputy City Clerk you will ensure a high level of accuracy and access to City records. Our official documents are critical for our government to operate day-to-day. Put your knack for details to work supporting the City’s legislative meetings, licensing, contracts and other city records.
Create a Compelling Message

It’s not what you say, it’s how you say it...

• Make sure you have a clear understanding of the position and what a successful candidate will achieve.

• Use specific and recognizable job titles even if an alternate title is required.

• Work with what you have.

• Recognize the power of the first line.

• Write for a human and get noticed by search engines by using keywords logically.

• “Convert having to doing.”
Realities of Recruiting Today

Catch me if you can...

Having a stellar job ad is just the first step, because a good job ad won’t be useful unless it is posted in the right place.
Losing in-demand talent if you don’t move quickly.

Empty positions equal lost productivity.

Slow hiring could damage your reputation.

Slow hiring slows community progress.

The Risks of a Slow Hiring Process

Moving at a snails pace has many risks to attract and retain the best talent: With each day your municipality remains understaffed, citizens and staff feel the effects with greater impact. Understaffed administrations are less responsive to inquiries and requests. They have less available staff to complete community projects. Worst of all, they have less bandwidth to proactively initiate programs that could further the community’s mission and vision. When your municipality is understaffed, you’re simply limited in what you can accomplish. A slow hiring process will only hurt your community, your staff, and your citizens. Here are four reasons why.
Online applications, if not an ATS, = must have!

- Simplify and differentiate your application forms
- Use assessments and search tools to screen faster

Focus on your truly qualified candidates and potential future top performers

**Communicate early and often!**
Mobile Optimization

- **Concise job postings**
  - Easily scanned on a mobile device.

- **Mobile optimized web pages**
  - Responsive sizing.
  - Large, clickable buttons and eliminating large files and graphics that are slow to load.

- **Use online forms for job applications**
  - Reuse prior application information to prefill
  - Downloadable PDFs can be impossible for some users to download, complete, and submit from a mobile device.

- **Dropdown menus and yes/no responses to primary application questions**
  - Free-text response requirements are more time consuming to complete for mobile users.
Find your specific audience...
Leverage Social Media as a referral engine

Americans are passively and actively searching for jobs using social media platforms such as Facebook, Twitter, and LinkedIn. Many job seekers are even using social media to share employment opportunities and refer friends and colleagues!
Thank you from all of us at CivicPlus!