

FOR EMPLOYERS: TIPS FOR FINDING THE WORKERS YOU NEED NOW

■ Post your jobs online

- Ensure your open positions are listed on CareerForce.MN.gov -- at no cost to you! Find out more at CareerForce.MN.gov/post-a-job
- Update your website with your current openings

■ Review job postings to ensure they accurately reflect minimum qualifications for the position

- Only note qualifications that are actually required under required qualifications in the job posting
- Remove the driver's license requirement if the position doesn't require driving

■ Share wage and bonus information in the job posting

- Share wage range info for the position
- Mention the amount of hiring bonus, if offered

■ Use plain language in your job posting

- Avoid internal jargon unless appropriate
- Use complex terminology only when legally required

■ Stay active on social media

- Post about new openings and encourage current employees to share your posts with their networks

■ Share why people like to work for your company

- Ask employees to share in their own words why they like working for your company and post their stories on your website and share on social media

■ Communicate often during the recruitment and hiring process to help prevent "ghosting"

- Ghosting is when a candidate doesn't show up for an interview or a new hire does not arrive for work

■ Look for the right attitude in candidates instead of checking the boxes for every qualification

- Understand some talent may need to be grown
- Make sure your HR team knows your stance on being willing to grow talent

■ Explore ways to overcome common barriers like lack of transportation and childcare

- Organize a carpool
- Align shift start and end times with the availability of public transportation
- Address "last mile" barriers by providing transportation from the end of the public transportation line to your facility
- Work with employees to align work and childcare schedules

■ Consider your employer brand and work to correct misconceptions and negative perceptions:

- What does your organization mean to individuals in your community?
- What is the "word on the street" about what it is like to work for your organization?
- What misconceptions exist about your organization or the work you do?
- How did you handle any recent layoffs and how were they covered in local media and portrayed on social media?

■ Consider offering non-traditional benefits that could make you an employer of choice

- For example, many Millennials and Generation Z are very concerned about student debt, so student loan payment assistance might be more enticing than some other more traditional benefits

■ Learn what companies in your region or industry who are successful in recruiting and hiring are doing

For assistance understanding your regional labor market, developing workforce strategies and finding employment candidates now:

- Contact a [CareerForce location near you](#)
- Make sure your job postings show up on [CareerForce.MN.gov](#)
- Talk with [your regional Workforce Strategy Consultant](#)
- Learn more about demand, wage trends and other information from [your regional labor market analyst](#)

