



## Trends in League Employment Postings

The League posts [municipal positions](#) on our website at no cost to member municipalities (and [RFP's, for sale and wanted.](#)) Learn more about how to send us an ad on our website [here](#).

### Most Posted Positions 2018

- 1) Water/Wastewater Operators and Utility Workers
- 2) Building/Plumbing/Electrical Inspectors
- 3) Clerks
- 4) Police Chiefs/Police Officers

### Most Viewed Positions 2018

- 1) Administrator
- 2) Finance Director
- 3) Parks & Rec Director
- 4) Department of Public Works Director

### Postings most likely to have Deadlines Extended and/or Salary Range Increased:

- 1) Water/Wastewater Operators and Supervisors
- 2) Planners/Engineers
- 3) Building/Plumbing/Electrical Inspectors
- 4) EMT/Police Officers

### Average length of time positions stay open on the League web page:

4 Weeks

### Other states who shop for municipal workers here:

- 1) Minnesota (usually offers higher starting pay than similar Wisconsin postings)
- 2) Michigan (usually offers less pay for similar Wisconsin positions)
- 3) Iowa (pay offered is most comparable to Wisconsin salary ranges)

### Notable changes to how ads are constructed:

- 1) Very few municipalities use job titles containing "man." For example, "Lineman" is more often "Lineworker."
- 2) Communities use ads to showcase the advantages of living and working there. Even entry level ads are starting to tout excellent school systems, low crime rate, parks, affordable housing or proximity to major attractions.

### Advice for posting information on the League Website:

- 1) Be sure your ad tells people how to apply.
- 2) Label your position with the most important words first: "Intern--Special Events" will get more hits than "Special Event Intern" because our listing is alphabetical and potential interns might not look under "S." "Administrative Assistant/Utility" will get more hits than "Utility Administrative Assistant" because those starting letters are nearly a whole alphabet apart.
- 3) Send posting information in Word or as plain text within an email; PDF versions of ad often lose formatting when text is transferred to our web program.

This article was published in the League's February, 2019 *The Municipality* magazine.