

POSTING JOBS IN 2023

If you're hiring then you know, the market has changed. Candidates are in control and employers must adapt to win the war for talent. Wisconsin is not the only State with a talent shortage in 2023. Government is not the only industry. There are vacancies across the US in all sectors of the economy. This guide will provide tips for marketing your job postings to grab the attention of candidates.

INTRODUCE THE JOB

Open with a brief overview of the role that communicates the job and why this is a great opportunity. This paragraph may also include how this position contributes to the overall success of the organization, how citizen's lives are impacted, or how this position helps solve problems for the organization or community.

This is a chance for you to share what your organization is looking for in a candidate and what the candidate would get from working in the role. Consider a note about the culture - *be authentic!*

SHARE A SUCCINCT LIST OF RESPONSIBILITIES

Try to pare down the list of responsibilities to the top 5-7 primary responsibilities. No one wants to read an elongated list of responsibilities. The full job description might be shared later once both parties have expressed interest.

RETHINK QUALIFICATIONS

Is a degree required to perform the duties of this position? Or just preferred?

Is there a hard number for years of experience? Or can it be a preferred range? Alternative experience that may be considered in lieu of specialized municipal experience?

What skills are necessary for this person to be successful day one on the job?

What skills, knowledge, or abilities could be learned over time in the job?

SELL YOUR BENEFITS

Clearly articulate what the Wisconsin Retirement System (WRS) is and what the benefit includes. "Consistently in the top 10 defined benefit plans in the US, the WRS Retirement Benefit is a pension plan that is intended to provide public employees with a lifetime retirement payment."

Clearly articulate time off benefits.

Toot your horn about other benefits. (IE wellness, health insurance, childcare spending accounts, volunteer opportunities, etc.)

HOW TO APPLY

Assess if the methods of responding to the posting are feasible. For example, access to a fax machine is now a hindrance for candidates. Assess what information is truly necessary for a candidate to express interest in the position. Materials requested should be for initial screening only. Consider collecting references, a signed application, and permission to obtain a background check later.

AVOID SUPERLATIVES

✗ Instead of "best of the best" or "world-class"

✓ "innovative" or "highly respected"

SPELL OUT ACRONYMS AT LEAST ONCE!

✗ Instead of "DPW" or "WEDC"

✓ Department of Public Works (DPW) or Wisconsin Economic Development Corporation (WEDC)

USE GENDER INCLUSIVE TITLES & LANGUAGE

✗ Instead of Lineman or Workman

✓ Lineworker or Worker

✗ Instead of Foreman

✓ Group Leader

✗ Instead of "he" or "she"

✓ He/she/they

✗ Instead of "manpower" or "chairman"

✓ "workforce" or "chair"

INCLUDE A SALARY RANGE

This information is publicly available already. Clearly set your expectations.

OTHER INFO TO INCLUDE

Does this job have any unusual hour expectations? (travel, meetings after 5PM, etc.)

Does the municipality have a statement on diversity and inclusion?

Include information on proximity to public transportation/downtown amenities if applicable.

ONLINE TOOLS

UW Madison Recruitment Toolkit
<https://hr.wisc.edu/toolkit/recruitment/>

Gender Decoder to find subtle bias in Job Ads
gender-decoder.katmatfield.com

