

## WHITEPAPER

**Job Recruitment in Tight Job Markets**

With unemployment hovering around a 15-year low, it's no surprise that as we visit our customers it is commonplace to hear about the difficulties many are having with filling job openings- especially in your shops and warehouses for both skilled and unskilled labor.

It's a tight labor market and many of our customers are relatively small businesses that don't have full-time dedicated HR departments to fill these employment positions nor can they invest in robotics.

Certainly, a lot has been written about this recruiting challenge and we are not going to re-hash them in this paper. What we will address here, however, are some ideas you may want to try to recruit those potential new employees.

**9 Ideas (in no particular order):**

- 1) Offer a **finder's fee** to existing employees if they recommend someone you hire. Make the payout an enticing enough amount and pay it out at intervals like after 2 weeks, 4 months, 6 months or whatever. Since the recommending employee has a financial and reputational stake in the outcome you may get good candidates.
- 2) Post your openings on your **website** and in your company LinkedIn account (it takes little time to set up a LinkedIn account). The beauty here is that recruiting websites may pick up your job opening and post it on their board for free.
- 3) Make that trip to the **local church(s)** or equivalent and ask for help. This can work especially if you are trying to fill one or two positions.
- 4) If you have a workforce that has a **representative group** of one ethnic community, go out and ask them for help.
- 5) Go visit that local **retirement community** of 55 and up. You may find a match especially if you can offer part time and job share flexibility.
- 6) Consider **public servants** like school bus drivers, police officers or firemen who may have some available hours.
- 7) Contact your local **veterans'** group.
- 8) Compose your **recruiting message** more friendly to millennials and women (i.e. flex time and on-the-job training).
- 9) Post on the "**hot**" **job board**. Currently Zip Recruiter is popular because it searches a wide net of candidates- even those actively employed. Feel free to ask us what's currently top of the charts.