

Today's Recruiting Solutions



We're here to tell you what you already know: The current labor market is extremely competitive. Unfortunately there isn't an immediate silver bullet to solving these problems. This is a demographic reality, not just a temporary effect of recent events. It's true all over the country and it's changing the way jobseekers and employers interact. An effective strategy will involve creativity in outreach, proactive management of brand and culture, and focusing on retention of existing talent.

The Basics

- Facebook and local forums - Sharing in *relevant* community and interest groups gets even more eyes on your job opening and helps with word-of-mouth. Let everyone know what you need!
- Post the job on large sites such as [Indeed.com](https://www.indeed.com), [Monster.com](https://www.monster.com), and [CareerBuilder.com](https://www.careerbuilder.com)
- Vermont Department of Labor's Joblink: <https://www.vermontjoblink.com/employer#resources>
 - Post jobs and get customized recruitment services
- Make sure your organization has an up-to-date presence on [LinkedIn.com](https://www.linkedin.com) and post your job there
 - Bonus points: freshen up your personal LinkedIn account, associate it with your organization, and encourage coworkers to do the same—job postings from employers with active LinkedIn users are more likely to attract qualified candidates
 - For certain specialized roles, [BDCC can help](#) with promoting them on LinkedIn, directly sourcing potential candidates from across LinkedIn
- Industry-specific job sites (such as [Idealist.org](https://www.idealists.org) for non-profit organizations)

Not every job opening is suitable for every bullet listed above, but a few minutes spent familiarizing yourself with these resources can help you narrow your efforts. Still not sure about the how or why for some of the strategies listed above? Contact BDCC's Talent Specialist for more information: chaynes@brattleborodevelopment.com

Shifting Your Approach for Success

Let's get down to brass tacks: gone are the days when putting the metaphorical 'Help Wanted' sign on the door would pull in the people you need. Job seekers have plentiful options for employment across many sectors, so it's up to you to communicate an attractive opportunity to prospective employees.

So what are some things you can do?

- **Compensation:** Be transparent about the salary range! Doing so has been found to attract more applicants, streamline negotiations, build trust, filter out those who'd decline, and allow interviews to focus on whether the candidate is a good fit for the role. Take a look around and understand what competitors are offering as well.
- **Culture:** In addition to health insurance, tuition reimbursement, or other perks, you should be able to sincerely articulate the intangible benefits of working for your organization—is it the easygoing culture or flexible scheduling? Is there a clear pathway for career advancement? How do you invest in people's professional development or help them access mentorship?

Focus on Retention and Becoming an Employer of Choice

If you've created a positive working environment and cultivated a reputation for valuing your workers, your current employees can be one of the most effective recruiting tools!

Some things to consider:

- Do you have an updated employee handbook? Do you conduct employee satisfaction surveys? Does your benefits package make sense for new employees who may have different needs and goals than your current employees?
 - Brattleboro Area Human Resources Network (BAHRN) is a group of HR professionals in the region—an excellent free resource for peer sharing. Contact bahrngroup@gmail.com to learn more
 - [AdaptivaHR](#) is a great local source for consulting and reasonably-priced trainings
 - [The Richards Group](#) can provide a wide range of HR support
- Is your workplace ready for generational, gender, racial and ethnic diversity?
 - Check out BDCC's resources for [Equity and Inclusivity in the Workplace](#)
 - Vermont Businesses for Social Responsibility has a [Small Business Toolkit](#) that can help you think through some employee-first strategies
- Are your employees building roots in the community? Consider offering paid volunteering days or other ways to encourage your employees to get engaged in their community
 - The [SoVermont Welcome Wagon Project](#) can be a resource for helping those who've relocated to meet enthusiastic locals and find their people faster
 - The [Southern Vermont Young Professionals](#) is a social, recreational, and professional group for anyone in their 20s-40s