

Municipal Hiring Strategies

NORTH SHORE MUNICIPAL HIRING EVENT

Overview



THE WHY



THE HOW



DIVERSITY RECRUITMENT



THE AFTERMATH

? The Why

The Great Recession

Identified need to expand where/how we recruit

- Innovative ways to recruit diverse talent
- REALLY advertise municipal government work
- We can no longer sit back and expect applicants to come to us. We must go to them!

Support the region

Connection between MassHire and municipalities



Danvers coordinated the municipalities

Worked with Mass Hire

- Space
- Advertising
- Attendees

Six communities participated

· Beverly, Danvers, Lynn, Middleton, Peabody & Salem

Over two weeks and two day per week

- Tuesday, November 9 and Wednesday, November 10 from 10:00 AM 1:00 PM
- Tuesday, November 16 and Wednesday, November 17 from Noon -3:00 PM



Where to post?

Our municipal positions were posted on job boards where diverse job seekers look for opportunities (diversity.com, blackjobs.com, massachusettsdiversity.com, baystatebanner.com).

Asked MassHire to reach out to their network of diverse job seekers.

Outreach and relationship building

Outreach beyond our "usual suspects." Included Boston area colleges who also have their own diversity goals and initiatives. In addition, connected with professional services organizations such as Mass Black Lawyers, National Association of Black Engineers, etc. (depending on the position).

Affirmative Statements of Diversity

We included an affirmative statement of the municipalities' commitment to a more diverse and inclusive work environment and the importance a diverse workforce can have on serving the residents of our communities.



Town of Danvers hired a candidate we met through the Career Fair

We learned a lot

Future events with MassHire

Our approach going forward to career fairs

- Hosting at municipal owned buildings or other community space and not officially sponsored by MassHire, but keep them informed
- · Move around the North Shore area
- Get involved in more career fairs and clearly explain what municipalities do!

Created a network group for our communities

Questions