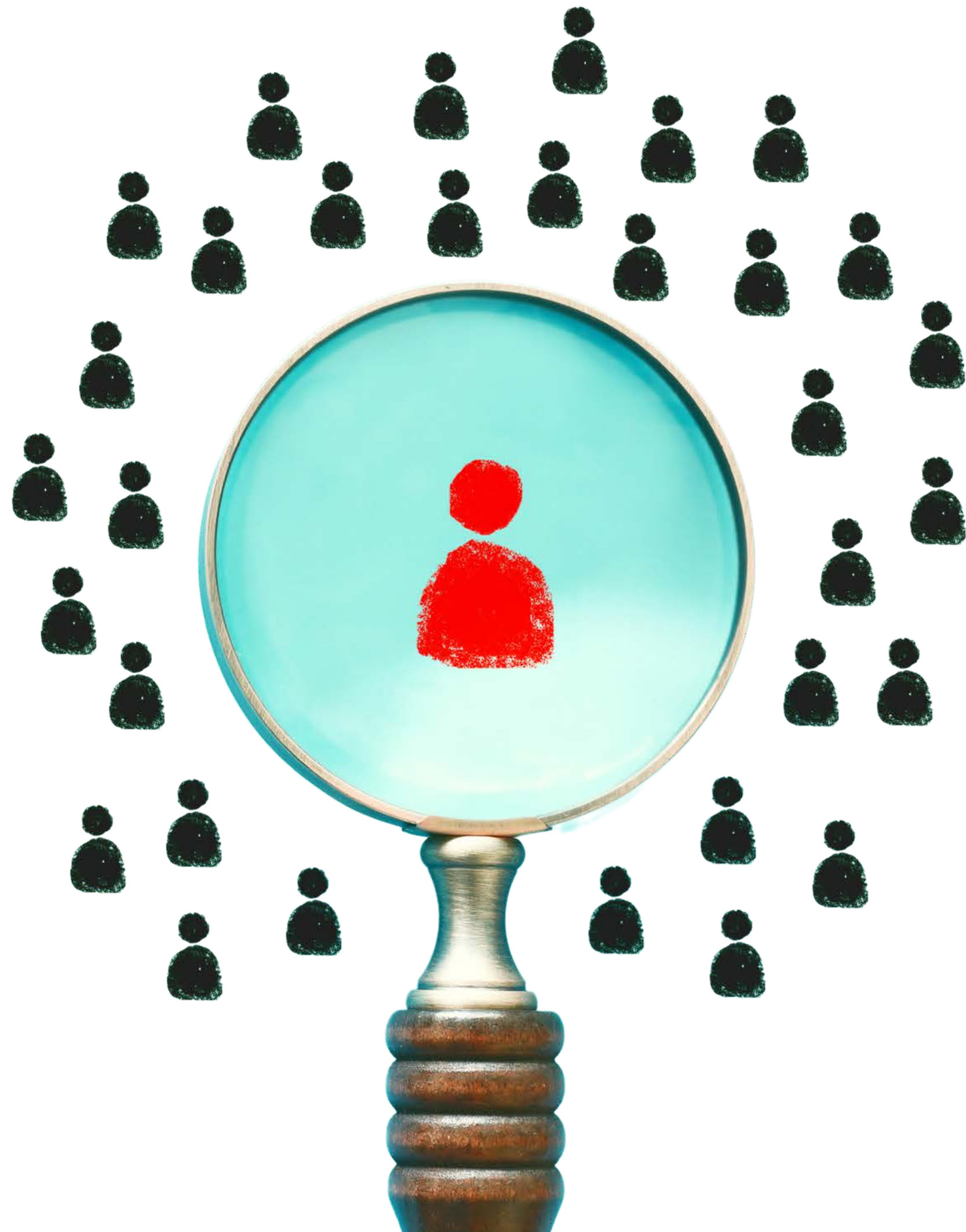


Reframing Recruitment

Advancing Municipal Hiring
Strategies



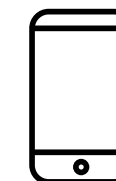
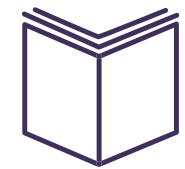
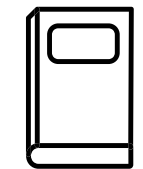
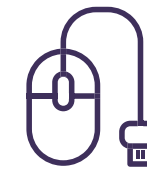
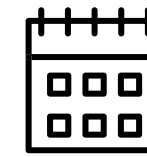
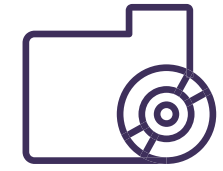
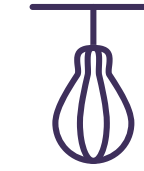
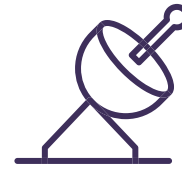
Introduction



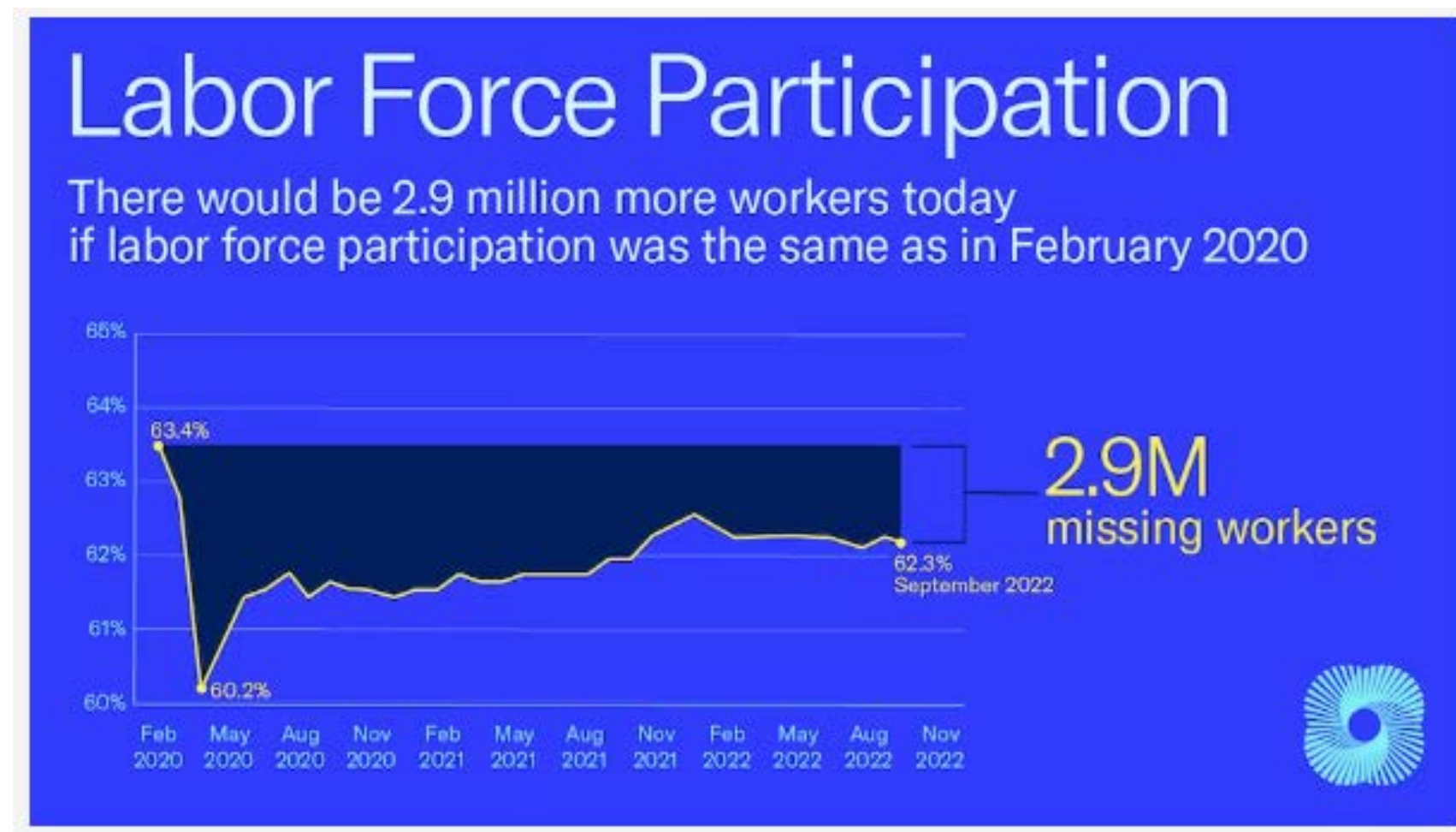
Caitlyn Julius, Assistant HR Director – Springfield
Lisa B. Cammarata, Human Resources Director – Salem
Jen Breaker, Assistant Town Manager - Danvers

Free Resources

All of our resources
mentioned in this
presentation are available
on the MMA Annual
Meeting app



Why are we here?



<https://www.uschamber.com/workforce/understanding-americas-labor-shortage>



01

Global labor shortage



02

Many workers who exited the workforce when the pandemic hit have not returned



03

Many lower wage workers are looking for better jobs (money & flexibility)



04

Impact of the Gig Economy/Structural Change Economy



01

Reframe local government as a business



02

Make recruitment an active part of your business strategy



03

Marketing strategy for recruitment team



Planning Your Strategy



Reasons why a career in local government is for you

1. **Meaningful, Challenging Work for all Interests and Skills**

- Our work is related to building and improving communities.
- Police officers, fire fighters, and building inspectors keep us safe.
- Recreation staff and health employees help us stay healthy.
- Engineers and public works staff build and re-build the physical infrastructure.

2. **Financial Benefits**

- City and town government service offers salaries that are competitive with the private sector and benefits that are often better.
- Public agencies need employees with all kinds of talents, skills, and occupational interests.

3. **Steady Demand for Services**

- The public will always need and want services.
- Residents don't often ask their local government to reduce library, police, or fire services, public works, park and recreation, or other programs.

4. **Learning Abounds**

- Local governments operate in a very dynamic environment.
- Changing needs, new federal and state laws and regulations, technology advances, demographic changes, can often make technical skills obsolete.
- Cities and towns need flexible learners who want to learn new ways of doing business or delivering services.

5. **Plenty of Opportunities and room to grow and advance**

- Longtime baby-boomer employees (born 1946-1964) are now retiring.
- Cities and towns are looking for a new generation of workers as well as those considering second or third careers.

As a local government employee, you can make a difference in your own backyard.

Internships, part time, and seasonal opportunities are available. Visit our website, www.salem.gov, or call us at 978-619-5630. We'd be happy to talk with you!

City of Salem Human Resources Department:
Lisa B. Cammarata, Director, lcammarata@salem.com
Alicia Brady, Office Manager, abrady@salem.com
Jim Taliadoros, Benefits Manager, jtaliadoros@salem.com
Amy O'Keefe, Personnel Assistant, aokeefe@salem.com

What is so great about local government?

Implement Your Strategy

①



②



③



01

**Effective
Recruitment Tools**



02

Be Intentional



03

Think Outside the Box
(no really, get outside the box!)

WE ARE HIRING

City of Springfield Walk-In Wednesday's

Join us every Wednesday in October for
walk in career conversations!



Springfield City Hall
36 Court Street
HR Department Room 005



Wednesday's from 10:00AM - 2:00PM

Our HR team will be available to discuss career opportunities
within the City of Springfield that best match your qualifications
and career goals!

Make sure to bring an updated resume to be reviewed on the spot.

TRANSFORM OUR CITY...AND YOUR CAREER!

YOU ARE INVITED!

City of Salem's Department of Public Services' Job Fair

When: Saturday, March 19, 2022, 8AM-10AM

Where: 5 Jefferson Avenue, Salem, MA



JOIN OUR TEAM!

Come down and apply, get on our Labor Service List

We are currently looking for:

Two (2) Mechanics - CDLB and Hoisting License Required

Two (2) Hoisting Operators - CDLB and Hoisting License Required

Two (2) Truck Drivers (HMEQ) - CDLB License Required

Opportunities are available now and in the near future.

Bring any licenses or certification you have relative to the DPS.

Refreshments will be served.

The City of Salem is an Equal Opportunity/Affirmative Action Employer and does not discriminate on the basis of race, color, national origin, religion, gender or gender identity, familial status, disability, ancestry, age, marital status, public assistance status, sexual orientation, veteran history/military status or genetic information.

City of Springfield Firefighter Exam Open Houses



**Saturday, July 30
10:00AM-11:30AM**

Springfield Campus
100 Grochmal Ave
Indian Orchard, MA 01151



Firefighter Applicant Requirements:

- Must be 19 on the date of the exam
- Must have a valid Massachusetts Drivers License
- Complete the application by **August 30**: go to mass.gov and search **2022 Firefighter Exam**
- Pass the Civil Service Written test (**Beginning October 24**)
- Pass the Civil Service Entry Level Physical Abilities Test (ELPAT)

Answer the Call

Join the Springfield Fire Department



Contact information:

Caitlyn Julius
Asst. HR Director
cjulius@springfieldcityhall.com
(413)787-6018

JOIN OUR TEAM

Director of Equity & Inclusion

The Town of Danvers seeks applicants to join our team in a newly created position as the Director of Equity and Inclusion. This position was developed based on a recommendation from the Danvers Welcoming Community Working Group to the Danvers Select Board in April 2021. The Town of Danvers is a politically stable and professionally managed community on the North Shore, providing a supportive and welcoming environment for all Town staff, including a commitment to professional development and policies that promote and support a healthy work/life balance.

Broadly, this position will provide leadership in the areas of Workforce Training & Programs, Community Outreach & Engagement, and Policy Review & Development related to diversity, equity, and inclusion. The Director will work closely with the Human Rights & Inclusion Committee, DanversCares, and other community stakeholders, as described in the essential job functions. The Director will also work closely with the School Superintendent and Library Director in support of DEI goals for those departments.

The Town will consider any combination of relevant work experience, volunteerism, education, and transferable skills as qualifying unless an item in the qualification section of the job description is labeled required.

QUALIFICATIONS

- Bachelor's Degree, Master's of legal degree preferred.
- 3+ years of related experience.
- Experience developing a long-term program of initiatives that will develop a diverse, equitable and inclusive culture and create opportunities to build diversity and inclusive practices into the Town's operations.
- Advanced understanding of computers, including Microsoft Office is required.
- Valid Massachusetts driver's license required.

BENEFITS

- Health Insurance
- Dental Insurance
- Voluntary Vision Insurance
- Retirement Plan
- Town Match to 457B Plan
- Educational Opportunities
- Paid Time Off

SALARY RANGE

\$73,868 - \$98,614 DOQ

The Town of Danvers is proud to be an Equal Opportunity Employer. Accommodation under the Americans with Disabilities Act: We gladly provide reasonable accommodation to anyone whose specific disability prevents them from completing an application or participating in this recruitment process. Please contact us at employment@danversma.gov or (978) 777-0001 x3030 in advance to request assistance.

IMPORTANT DETAILS

A full job description is available on our website www.danversma.gov/jobs

Applications received by November 12 will be given priority

TOWN OF DANVERS

Human Resources Department

www.danversma.gov/jobs

employment@danversma.gov

978-777-0001 x.3030





Implement Your Strategy



01

Effective Recruitment Tools



02

Be Intentional



03

Think Outside the Box
(no really, get outside the box!)

Implement Your Strategy



01

Effective Recruitment Tools



02

Be Intentional



03

**Think Outside the
Box**

(no really, get outside
the box!)



01

Define Roles



02

Approach with a holistic view



03

Leverage Existing Resources



04

Analyze What Makes Your
Community Competitive



Keep in Mind



A collage of four images. At the top left, a computer monitor displays a Windows desktop with various icons. Below the monitor are a front-loading washing machine and a front-loading dryer, both with dark circular doors. At the bottom is a wooden bed frame with a grey headboard and footboard, featuring a light blue blanket and several pillows. The background is a solid blue color with a horizontal red stripe.



Computers start at **\$219**



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Now It's Your Turn

What questions do you have for us?

Caitlyn Julius, Assistant HR Director – Springfield
cjulius@springfieldcityhall.com

Lisa B. Cammarata, Human Resources Director – Salem
lcammarata@salem.com

Jen Breaker, Assistant Town Manager – Danvers
jbreaker@danversma.gov