### 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











































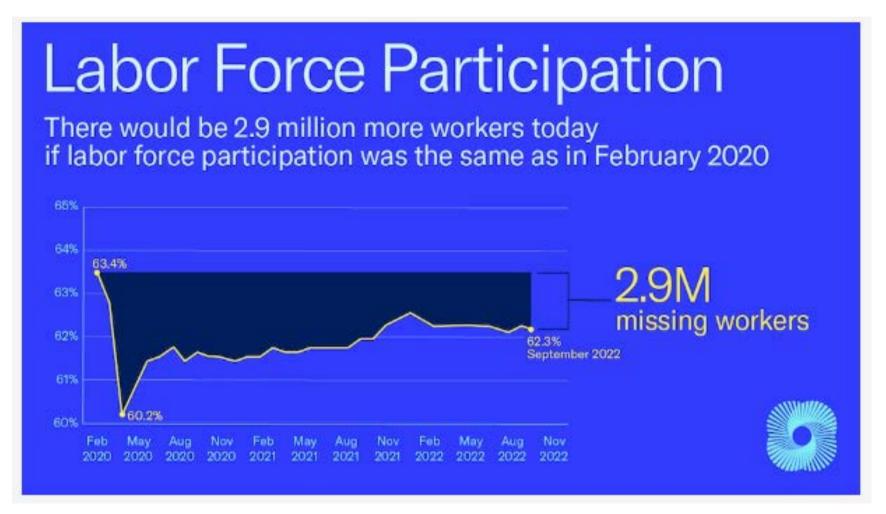








### Why are we here?



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

O1Global 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





### 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, Icammarata@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?



Effective
Recruitment Tools

02Be Intentional

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



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 (HMEO) - 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



### **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
- 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/job

Applications received by November 12 will be given priority

### TOWN OF DANVERS man Resources Department

www.danversma.gov/jobs





01Effective Recruitment Tools

02Be Intentional

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

### Implement Your Strategy



01Effective Recruitment Tools

O2Be Intentional

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

O1Define Roles

O2Approach with a holistic view

03Leverage Existing Resources

O4Analyze What Makes YourCommunity Competitive





### An exciting benefit for City of Springfield Employees



### Get what you need when it matters most

### Sign up today and unlock your spending power.

Purchasing Power is a reliable way to buy computers, appliances, electronics and more when paying with cash or credit is challenging. Get your product upfront and pay over 6 or 12 months directly from your paycheck. Purchasing Power is not a discount program. You'll always know the total cost when you order-no surprises.



### 20% off\* your first order.

Promo Code: HELLOCOS

No credit check. Fixed payments. No hidden fees.











\$61 married

### How it works.

















Payover time, drectly

### Can I participate?

- · You must be at least 18 years of age
- You must be an active, full-time employee of City of Springfield Massachusetts for at least 12 months
- You must earn at least \$16,000 a year
- You must have a bank account or credit card to be used in case of non-payment via payroll deduction)

Sign up to get started.

Visit springfield-ma.purchasingpower.com

Call 1-888-923-6236



### **Town of Danvers Telecommuting Policy**

Adopted on: July 29, 2020 Adopted by: Steve Bartha, Town Manager

### 1. Applicability:

This Policy applies to all employees of the Town of Danvers, excluding those employees under the supervision and control of the School Committee. The telecommuting policy shall apply to all non-represented employees in the Town. The application of this policy to Town represented employees may be the subject of collective bargaining between the Town of Danvers and the exclusive bargaining agents for those employees.

For employees covered by a collective bargaining agreement, this policy does not create any benefits not expressly provided by that collective bargaining agreement and if there are inconsistencies between this policy and the collective bargaining agreement, the terms of the collective bargaining agreement will govern.

### 2. Purpose

Telecommuting is an arrangement that allows eligible Town employees to work in a designated area outside of the office. Telecommuting is a cooperative arrangement between employees, supervisors, and the Town.

Telecommuting benefits employees, their department, the Town, and the community. Benefits include:

- Ability to function during an emergency when the regular worksite is inaccessible
- Increased productivity
- · Efficient use of Town resources, including office space
- Recruitment and retention of highly qualified employees
- Greater flexibility for employees and departments
- Improved employee morale and job satisfaction
- Reduced employee absenteeism
- Reduced employee commute time and costs
- Decreased energy consumption, air pollution, traffic and parking congestion, and transit overcrowding.

The Town of Danvers supports telecommuting as an alternative work arrangement, where appropriate, for eligible employees.

"Telecommuting" means working one or more days each work week from home instead of commuting to

"Voluntary" means employees choose to request a telecommuting arrangement.

"Centrally Located Worksite" means the Town of Danvers worksite where the employee would be required to work if they did not telecommute.

T:Policy/Telecommunity Policy - July 2020



## 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 Icammarata@salem.com

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