

# Reframing Recruitment

Key Takeaways from Vacancy to Post-  
Recruitment



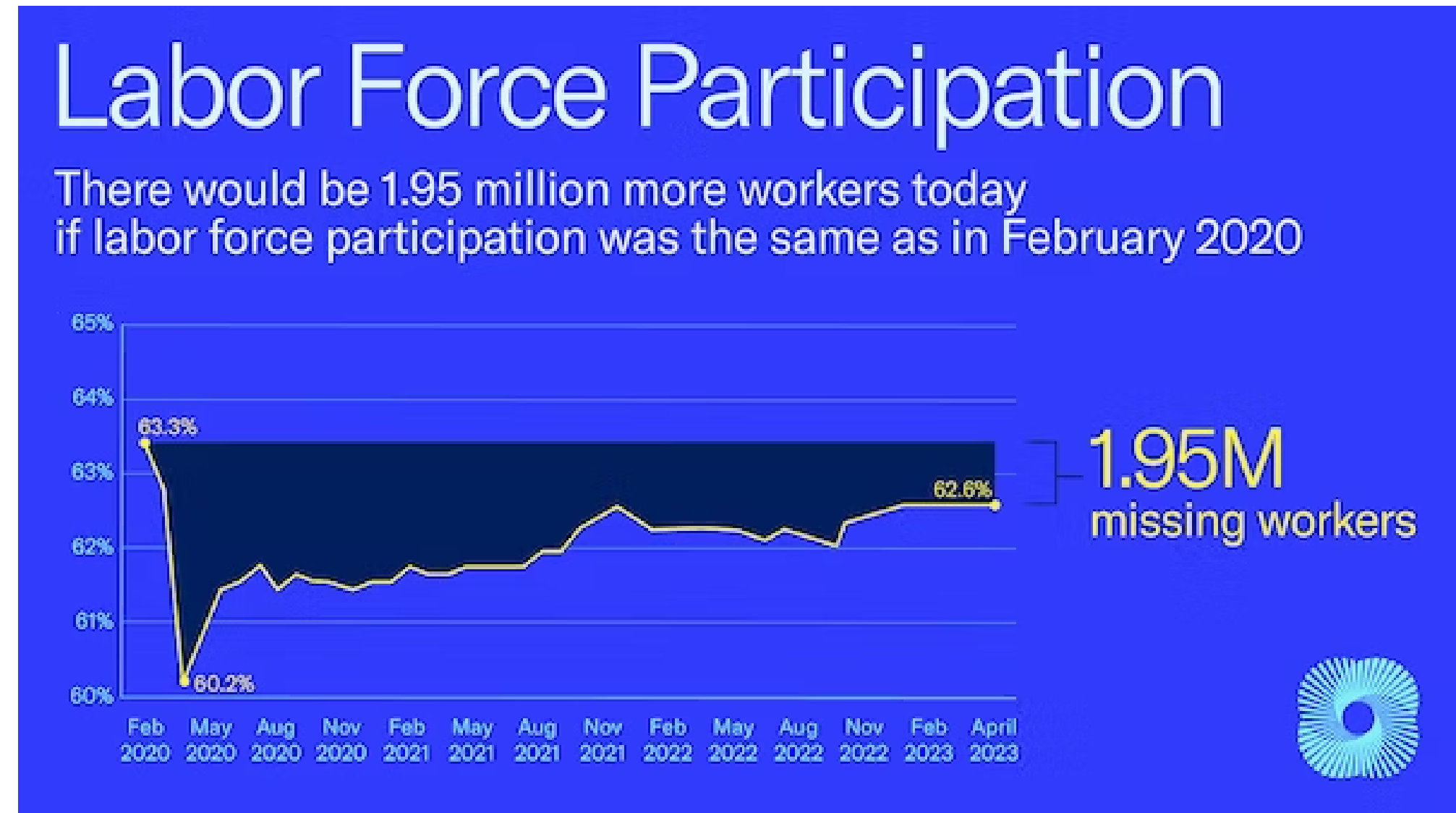
# Introduction



Caitlyn Julius, Assistant HR Director – Springfield  
Jen Breaker, Assistant Town Manager - Danvers  
All Special Guest Speakers From Previous Sessions

- 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

# Why are we here?



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

Thank you to Mellisa R. Murray of Norris, Murray & Peloquin for the use of the data on this slide



# Reframing Recruitment

# Advancing Municipal

# Hiring Strategies



● Recruitment as part of your business strategy

● Effective Recruiting Tools

● Think outside the box!





# Vacancies & Advertising

A large, empty billboard on a metal structure against a blue sky with clouds. The billboard is a light gray color and is supported by a dark metal frame. The background is a clear blue sky with scattered white clouds.

- Be Proactive
- Get Your Staff Involved
- Market Your Opportunities
- Make The Process Approachable

# The Interview Process

- Be Transparent & Detailed
- Keep A Tight Timeframe
- The Interview Day





# What Happens After the Offer

● Onboarding VS. Orientation

● Be Intentional

● Holistic Approach







# Now It's Your Turn

What questions do you have for us?

**As we have discussed throughout these sessions, social media is an important part of recruitment, we encourage everyone to follow other participants on various platforms.**

