



Workforce Development

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Recruiting Ideas for Employers

Updated June 2021

Many employers are struggling to find enough candidates for job openings right now. The Duluth Workforce Development team put their heads together to develop this resource guide to assist employers with recruiting, hiring, and retaining workers.

Start Here

- If you haven't already, post your job(s) on [MinnesotaWorks.net](https://www.minnesota-works.net) and [Northforce.org](https://www.northforce.org)
- Review current postings for similar jobs and consider ways to make yours stand out. Include characteristics that makes your workplace unique and sets you apart from other employers in your job posting.
- Remove any unnecessary qualifications and requirements from job postings. Remove the driver's license requirement if the job doesn't require driving.
- Include work hours and wage/benefit information on job postings.
- Update your website with current job postings.
- Communicate often with candidates during the recruiting and hiring process. This will help prevent no-shows.
- Consider offering paper and/or mobile-friendly applications to attract candidates without access to a computer.
- Focus time and attention on retention of existing employees.
- Review the [Diversity & Inclusion Employer Action Guide](#) for ideas on how to recruit and retain a diverse workforce.

Short Term Strategies

If you are hiring right now and need to attract more candidates, try these things:

- Rather than offering a hiring bonus, consider raising wages and/or offering clear and consistent steps toward wage advancement.
- Survey your current employees to ask what attracted them to their jobs and what makes them stay.
- Create a referral bonus program to engage current employees in helping you recruit.
- If you are able, consider offering remote or hybrid work options.
- Increase non-wage benefits, and include these in the job posting as part of the total compensation package.
- Consider the impact of scheduling:
 - Some applicants look for flexibility that allows employees to set their own work schedule.
 - Other applicants need a consistent, set schedule so they can plan for child care and/or transportation.
 - Make sure your work schedules align with school/day care drop-off and pickup times, and with public transportation schedules.



- Consider creating some part time positions to attract workers who don't want to or are not able to work full time.
- Look at who you typically attract as applicants, and think about who you might be missing:
 - Many youth between the ages of 14 and 17 are looking for summer or part time school year jobs.
 - Workers over the age of 55 can offer maturity, valuable skills, and experience.
 - Individuals with disabilities are capable workers, and may have access to job coaches or other supports to assist.
 - Many unemployed workers laid off during the pandemic are looking to switch careers and apply their transferrable skills to new occupations.
 - Many parents were forced to leave their jobs over the past year, and are looking to return to family-friendly workplaces.
 - Reconsider background check requirements. You might be missing out on some quality and loyal candidates.
- Get together with others in your industry to recruit together, including hosting in-person hiring events.
- Use social media to advertise job postings, including Facebook and Instagram as well as Tik Tok if you hire teens/young adults. Short videos of your workplace will attract more attention from applicants in their teens and 20s.
- Review when benefits like health insurance and access to Paid Time Off kick in. An increasing number of workers can no longer afford a gap in health insurance when they switch jobs.
- Direct recruits from outside to area to NorthByChoice.org for information and resources to assist with relocation.
- Build internal capacity to train on the job. This will make it easier to hire individuals who don't 'check all the boxes' on skills and experience, but are ready to learn and grow.
- Build your brand as an inclusive organization that invests in its employees.

Longer Term Strategies

With more time to plan, employers can be more strategic in how they develop a consistent pipeline of qualified workers for open positions.

- Invest in your current workforce. Provide access to training and professional development, as well as clear pathways to advancement.
- Invest in technology – make sure your workers have the tools they need to work efficiently and effectively.
- Partner with local training programs that can better align with the skills you need, and then work together to match graduates to job openings.
- Reach out to CareerForce to recruit candidates. Refer applicants needing support with training or employment barriers to CareerForce for enrollment in one of our programs that can provide assistance.
- Create internship or paid work experience opportunities as a way to connect with potential candidates.
- Consider creating a registered apprenticeship for one or more high-demand occupations. The [Minnesota Department of Labor and Industry](http://MinnesotaDepartmentofLaborandIndustry) offers resources, support, and startup funds to get you going.
- Utilize Dual-Training Pipeline grants to support training for existing employees to fill high-demand occupations.
- Invest in citywide efforts to expand availability of housing and child care.

Looking for more ideas on how to attract, develop, and retain talent? Visit CareerForceMN.com/employers