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TIPS FOR FINDING GOOD EMPLOYEES, A MARKETING TASK

Write a good job announcement and post it on your blog so you can link to it from job posting boards or websites. Make it interesting since *you* are *selling* this job and want to find the brightest, most willing-attitude-to-learn person for the job. If they are smart and willing, you should have a training system to teach them everything you want them to do. If not, neither you nor the candidate will be satisfied with this job.

What is the job title? **Note city where job is located, too.** (i.e.; office manager, bookkeeper, etc. in San Francisco)

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What your company does, what services or products it provides, who you are. This is where you can include some personality in your announcement—mention your business philosophy, the kinds of people who work out well in this job, the potential a job seeker might find working in your company really rewarding, why its fun/rewarding/interesting or valuable as a business. Keep it short, 1 paragraph.

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1. Write a **job description** that outlines basic tasks without using any terminology specific to your industry (i.e., database updates, record keeping, scheduling/budgeting, conduct sales, inventory control, manages production workforce, etc.) unless it's strictly a technical job where industry terminology or specific computer program experience (or similar) is required.

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2. Note whether job is Full or Part time; permanent or temporary

Part Time Job_____Full Time Job_____Temporary_____

3. **Salary RANGE (i.e.; 50,000-$60,000 or $12-$15/hr.).** While most employers are loathe to include this, you will again find that you may miss a great candidate if you don't give them some range. It's the same principle as shopping retail—if an item doesn't have its price posted and the salesperson is too busy to ask, you probably won't consider buying it.

   Salary Range (depends on experience): **$**_____ **to $**_____

4. Where/how to apply, [note: Many companies do NOT put a phone number, but you might just miss a great candidate if you don't allow them to call to ask the one important question they had that you forgot to include on your announcement.] Be very clear—do you want the resume faxed or emailed? Do you want a form filled out on your site? Do you want them to email a description of why they want the job? Be clear about what are you trying to find out?

TIPS:

- **It can be overwhelming** to get zillions of emailed resumes daily. Best to have a link where they can post their information and resume. Or have them fax information so it's easier for you to manage.

- **Be careful** not to write your job posting as a reaction to the last employee in this job and how that employee didn't satisfy you. We've all seen those postings with huge attitude – they really don't attract great candidates. Just be straightforward.

- Make sure you know what is legal to ask in a job interview and if you don't go to the library to find out. (i.e. cannot ask if they have children, age, religion, etc.—anything potentially discriminatory)

- Lastly**, list qualifications or experience** you are looking for.

- Check all job references. If you don't have experience interviewing people on this topic, get professional help from a recruiter like Locke and Key: http://www.lockeandkey.com/. You have enormous liability if you handle this incorrectly. And qualified recruiters are expert a making difficult hiring decisions easier, too.

Plan your interview well. Most employers spend 45 minutes talking about themselves, why they built their company, what they like and don't like, and then spend 5 minutes at the end asking the candidate a few questions about their skills only. A successful interview allows the employee to do most of the talking while you're prompting them through questions to get a deeper sense of what they're like, if they can be trained, if they are smart enough to follow directions and all those things you generally don't find out until you hire them.

What will you ask? _____

What testing might you conduct? _____

Will you give them situational examples to see how they'd react, find out what they'd do?

(i.e. pose a typical situation and ask how they'd handle it?)

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Will you have a plan for secondary interviews or further callbacks? If so, what will you then do?

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DON'T FORGET TO CHECK REFERENCES THOROUGHLY!!
Too much? Can't handle this yourself? Call us. We'll help you. Or contact a qualified recruiter like Locke and Key: http://www.lockeandkey.com/.

GOOD SOURCES FOR JOB POSTINGS:

[note; contact people and procedures change over time, so I suggest you call first to ask for their advise, help, to verify fax numbers, and find out if they have online resources yet.]

In the San Francisco Bay Area:

1. www.craigslist.com. . see "job posting" on left nav bar. Cost $75 for 30 days. Colleagues tell me this is the best resource. I'm finding recently that so many of my colleagues are getting a better choice of candidates from this resource than most others—for lower level jobs.

2. outside the bay area, I use Locke and Key: http://www.lockeandkey.com/

3. Forty Plus. 510-337-0790. Can email job posting to 40plus@fortyplus.org. Postings are for 30 days which reaches about 30-40 people per day actively seeking employment. Candidates are typically looking for career jobs, not lower level or office jobs, but in this economy, you never know . . .

4. San Francisco State U hotline. Now affiliated with Monstertrak.com at 800-999-8725. They reach 80,000 site visitors at 1400 colleges. You select which colleges (in your area) you want to post to costing $25/college. Your job ad (posting) runs 4 weeks. Remember these are students applying so I find they typically don't last too long in a job, but you never know. . . There might be one out there as good as you!

In Most Cities:

5. ProSearch sponsored by EDD, unemployed professionals 510-563-5310. Fax job orders to: 510-563-5334 or email to: dhawthor@edd.ca.gov. No cost to post. I've spoken to this group and found some very qualified job seekers there—while they only have 176 members, I observed them to be smart, ambitious people who are very active in their search. So, if you want to test your job ad and not be overwhelmed with candidates, this might be a good place to start.

Online Internationally:

6. Monster.com is website posting jobs to thousands of seekers at all qualification and education level. They boast a 60 day job posting for only $305, but its so broad I don't generally recommend this for small businesses.

A personal note: so many of my friends and colleagues immediately think of hiring a fresh, young student in college rather than someone older, wiser, more mature, that might get along better with your clients, as well as the struggles you'll go through growing a business. The best employee we ever had was 60 years old, completely reliable, put up with our struggling-business-owner-behaviors with grace, was grateful to have a job, and didn't leave once we finally had her trained well. Thanks Jill! Wish we still had you around.

If you need help, email us. We can write your job description, post it, screen candidates, check references, prepare an interview sheet you can follow that really works (this is where most employers go wrong). We help companies with all their marketing needs—and pitching your job to find the perfect employee requires good marketing! abliss@allisonbliss.com or call 510-879-7600. If you have a big executive search, we'll refer you to some great recruiting firms.

People who used this "How to Find Good Employees" may also benefit from these other low cost instructional guides:

- HOW TO GET BOOKED AS A PAID PRESENTER | $14.99
- 11 STEPS TO BUILD ENEWS CAMPAIGNS | $12.99
- MY FAVORITE NETWORKING TIPS | $12.99
- CREATE A COMPANY PROFILE OR BIO | $24.99
- PREPARING FOR A TRADE SHOW | $12.99