

Section II-A

Marketing Considerations

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The role of marketing in a recruitment program is to help ensure a continuous pool/pipeline of quality and diverse applicants for various vacancies in the District. It is dependent upon workforce planning to identify the short and long term needs. Funding to market career opportunities has been considered by each Division and each Project Delivery Team will develop a budget for their initiative. Following are considerations for developing marketing strategies.

- (1) What is the employment culture of the District and its value to a potential applicant? What is the salary level, developmental opportunity, career potential, emphasis on workforce diversity and job satisfaction?
- (2) Where are the employment opportunities geographically located within the District?
 - a. Are there opportunities for relocation?
 - b. Is there work-related travel?
 - c. What is the locality pay?
 - d. Are there special occupational pay rates?
- (3) What marketing strategies will best reach a cross-section of quality and diverse applicants?
 - a. Identify specific sources for targeted advertising.
 - b. Establish the anticipated result.
- (4) Select one or more advertising techniques.
 - a. Direct mail can be used to target specific class groups. Direct mail can even reach quality applicants who are presently employed and who seldom read want ads or job announcements. It broadens recruitment efforts to reach an even greater number of prospective employees, many of whom may not be currently considering a job change.
 - b. Radio and TV can display positive images of the District, the employees and work environment can reach large numbers of prospective applicants.
 - c. Media advertising such as professional and minority journals, magazines and newspapers can be used to inform prospective applicants of career opportunities.
 - d. Advertising agencies can also be used to design and place advertisements in technical, professional, minority and women's publications to inform a large segment of the population about the District.

- e. Online Recruiting is a practical, cost-effective and a growing method of finding qualified candidates. It would also be beneficial to develop a District recruiting Web page. The job web site should link to information about the District. To make further use of the Internet, we could begin to experiment with various venues to determine relevant job sites on the Internet that contain pools of desired skill sets. These sites include free Federal and State job posting services and commercial online sites targeting certain occupations i.e. (www.civilenginner.com or (www.monster.com). There are job boards such as Monster Board (www.monster.com). Jobtrak (www.jobtrak.com), Career Mosaic (www.careermosaic.com), Career Path (www.careerpath.com), and Minorities Job Bank (www.minorities-jb.com), this requires a fee. Results should be monitored to ensure the most cost-effective venues are being utilized. This technique should represent only part of a large recruiting strategy and should complement traditional recruiting methods being used.