

Employer Recruiting Checklist

Job Advertising

- Regularly share current job openings with candidate referral sources in your community.
- Share openings with CMJTS Business Service coordinator to access pool of qualified workers, including those who are who are eligible for on-the-job training.
- Share leads with veterans representatives, Adult Basic Education, or other CareerForce partners.
- Post job openings and research résumés on <https://www.minnesotaworks.net/>.
- MN Works Guide for Employers: https://mn.gov/deed/assets/employers-guide_tcm1045-131008.pdf.
- Use job boards and post jobs to local colleges, universities, trade schools, chambers of commerce, and professional association websites.
- Connect with local college advisors or instructors who teach in your field.
- Post flyer on local bulletin boards at colleges, gas stations, grocery stores, laundromats.
- Advertise on the radio, billboards, or company vehicles.

Employment Branding

- Participate in CareerForce hiring events and local job fairs.
- Engage your team members to be active in local social, civic, and professional associations.
- Attend CMJTS Human Resources Networking Group: tzipoy@cmjts.org or rperrotti@cmjts.org.
- Create a CareerForce employer profile for your business: <https://www.careerforcemn.com/employer-profile-page>
- Be a guest lecturer at a local college.
- Connect with local high school counselors to provide informational interviews, workplace tours, job shadowing, internships, mock interviews, or be a guest instructor or speaker.
- Provide temporary work experience/internships through CMJTS.
- Volunteer for the local exploration events, such as EPIC or IGNITE high school career exploration events: <https://epic-mn.com/> or <https://www.ridgewater.edu/igniteyourfuture/>.
- Implement a candidate referral bonus program.

Website Career Page

- Post your jobs on your website, create a career page—make it easy to find and apply.
- Make sure a jobseeker understands who you are...what you do...and why they should be interested—all within about 5 seconds.
- Showcase how you are an employer of choice/best place to work. List your perks.
- Post photos or group outings. Get quotes from thriving, happy employees about their experience with the company.
- Use images of real people that accurately represent your workforce.
- Offer a video that allows people to see inside your organization and experience your culture.
- Encourage jobseekers to follow you on social media.

Social Recruiting

- Actively post jobs on social media.
- Highlight your people and culture on your social media profile.
- Have your employees follow your company social media and like/share posts.
- Post job openings, events, employees having fun, videos of company events, news and trends in your industry, holiday fun, answer FAQs, behind the scenes action, engaging issues, quotes/memes related to your industry to educate the public on your company's culture.
- Post Career Pathway infographics: <https://www.cmjts.org/what-is-a-career-pathway-and-how-do-i-decide/>.

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