



# Recruiting and Hiring Best Practices for Agencies

## 1. JOB SECURITY

Many prospective applicants are “scared” from layoffs in 2020. Emphasize you are government funded and offer better job security than many alternatives. “ABC Provider is funded by the state. We offer very stable employment opportunities with 40 hours a week”. Job security can be equally important as the mission.

## 2. BASE PAY PLUS

If overtime is available, highlight this. Many prospective employees are more focused on weekly take home pay. “A DSP on average earns \$120.00 a week extra in overtime after 6 months.”

If your agency pays extra for working on a holiday, include this. Retail outlets don’t. “All hours worked on any one of the 10 holidays is paid at time-and-a-half.”

## 3. PAY DIFFERENTIALS

If any positions are eligible for a higher shift or service differential, make this clear. “Certain shifts are paid at a \$4.00 hour higher rate.”

## 4. BENEFITS

Include an annual valuation of your benefit package with the hourly rate / salary. Many other employers can’t compete with agencies on benefits for similar positions. “Plus an annual benefit package worth on average \$2,500 a year after 6 months.”

## 5. PAID TRAINING

Almost all jobs include some form of paid training. Explain what training is provided and other support like mentoring programs to new applicants. Make sure the applicant knows how you will help them.

## 6. NON-TAXABLE EXPENSE REIMBURSEMENT

If the position offers mileage reimbursement, BYOD compensation for a mobile phone or other non-taxable payments, include these. Many employers don't provide these. "\$10.00 nontaxable reimbursement paid per month for using your smart phone for work." "Approved mileage is reimbursed at \$0.55c per mile."

## 7. EQUIPMENT

Let applicants know what equipment will be provided: smart phone, tablet, laptop, vehicle, etc. Some employers expect employees to provide these. "A smart phone, plan and tablet provided."

## 8. WORK-FROM-HOME

If the position can be partially or fully "work from home", use this. For prospective employees with children, this can be huge. Plus savings on commute time and costs can be a big factor. "There is a 40% work from home option after 3 months (2 days a week)."



## 9. USE TEXTING QUICKLY TO RESPOND TO BEST FIT APPLICANTS

Modern employers are communicating through text, the best medium for reaching today's new hire, especially millennials. Don't suggest candidates fax their resume. No one knows what a fax is today, nevermind has access to one. Makes your organization look out-of-date. Printing and uploading paper job applications will also lose applicants. Create a standard applicant-friendly text library to re-use with all initial applicants.

## 10. APPLICANTS MUST BE ABLE TO APPLY DIRECTLY FROM THEIR SMART PHONE

Asking today's new hire to download a paper form to fill-in and email it back is a big turn off. It's too hard. The candidate needs to be able to apply within your talent management application. The application should take no more than 2 minutes to apply. Don't ask too many questions initially - keep it to a minimum. Make sure that your application process is 100% mobile friendly.

## 11. UPDATE YOUR JOB POSTING LANGUAGE

- » Remove any jargon that applicants may not understand such as " QIDP" , "IP", "DSS" "community inclusion".
- » Substitute "You" and "Your" where feasible for your agency's name, "Our" "We". Talk about the applicant, not yourself.

## 12. REDUCE THE RISK OF AVOIDABLE GHOSTING OR APPLICANT LEAKAGE

- \* Check out your recruitment process. Make sure it is applicant friendly from start to finish.
- » Ghosting happens between application steps because too much time is passing. Keep applicant informed on next steps. Use texting to reach the applicant directly. Be personable. Don't sound robotic.
- » Make your processes as easy as possible for applicants. Send your address, the correct door to use, who they're meeting, send photos. "Hold the applicants hand."
- » Create a profile of why your best employees work for your agency. How does their job benefit this employee. Why does their job work for their life. Make the job description appeal to a candidates with similar qualities. Assume the applicant has no idea what a DSP is. Think about video interviews with a few employees