

Accettura, Becky

From: Buck, Jacqueline (DEED) <jacqueline.buck@state.mn.us>
Sent: Thursday, October 22, 2020 2:51 PM
To: Accettura, Becky
Subject: Recruiting Opportunity for Employers #GoodJobsNow

Hi Becky,

Below is some more information I spoke about at today's MAWB Operations meeting-this is the information that we sent out.

DEED is excited to share a unique recruiting opportunity from the Department of Employment and Economic Development. In response to feedback from businesses across the state, DEED's Commissioner, Steve Grove, is excited to promote employers who have openings for great jobs, offering great pay, in occupations in demand through a series of videos. This #GoodJobsNow promotional campaign will launch October 22nd and has a simple goal: to connect job seekers and employers. And of course, who's better to talk about the employees you're looking for than you?

These videos will be informal and recorded by you (even a cell phone will work) and then promoted online through DEED's website and our various social media platforms. Don't panic, we are not seeking professional quality videos, these are fun, quick (1-3 minutes), informal and an easy way to spread the word about your jobs and connect with your future workforce. As we want to provide information about your quality positions to our job seekers as soon as we can, we are looking to have videos submitted quickly. Videos can be submitted in two easy ways to our Communications team (via text or email):

Text: 612-358-0300

Email: jen.gates@state.mn.us

We're asking you to record a short video with the info below and share it with us. Please include:

- Your name and company
- One unique aspect about your company or culture that job seekers should know?
- What jobs are you hiring for?
- What skills are you looking for?
- Do you offer on-the-job training for those skills?
- How can people learn more about these opportunities?

Please let me know if you are interested in participating and feel free to reach out to me or your Workforce Strategy Consultant with any questions.

Regards,

Jacqueline Buck | Director, Workforce Strategy and Employer Services

Minnesota Department of Employment and Economic Development | CareerForce

1st National Bank Building, 332 Minnesota St., Suite E200, St. Paul MN 55101

Direct: 651-259-7598

[Web](#) | [Twitter](#) | [Facebook](#)

