

# Employer Recruiting Checklist

## Job Advertising

- Regularly share current job openings with candidate referral sources in your community.
  - Share openings with Career Solutions pool of dislocated workers in Stearns and Benton counties who are eligible for On-the-Job Training: [Angie.Dahle@CSJobs.org](mailto:Angie.Dahle@CSJobs.org)
  - Share leads with VA, Avivo, CMJTS, Adult Basic Education or other CareerForce locations.
- Use job boards.
  - Post job openings and research resumes on <https://www.minnesotaworks.net/>  
MN Works Guide for Employers: [https://mn.gov/deed/assets/employers-guide\\_tcm1045-131008.pdf](https://mn.gov/deed/assets/employers-guide_tcm1045-131008.pdf)
- 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 flyers on local bulletin boards at colleges, gas stations, grocery stores, laundromats.
- Advertise on the radio, billboards, or company vehicles.

## Employment Branding

- Regularly participate in job fairs.
  - Attend CareerForce hiring events: [Kelly.gerads@state.mn.us](mailto:Kelly.gerads@state.mn.us) or [brittany.tschida@state.mn.us](mailto:brittany.tschida@state.mn.us)
  - Attend other local job fairs: SCTCC, SCSU, VA, or other CareerForce locations.
- Engage your team members to be active in local social, civic and professional associations such as the chamber, Rotary, Lions, or Scouts.
- Attend Career Solutions Human Resources Networking Group: [Angie.Dahle@CSJobs.org](mailto:Angie.Dahle@CSJobs.org) <https://careersolutionsjobs.org/employers/human-resources-networking-group/>
- Create a CareerForce employer profile for your business [www.CareerForce.com/employer-profile-page](http://www.CareerForce.com/employer-profile-page)
- Be a guest lecture 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 youth Work Experiences through Career Solutions.
  - Volunteer for the local EPIC high school career exploration event: <https://epic-mn.com/>
- Implement a candidate referral bonus program.

## Website Career Page

- Post your jobs on your career page on your website.
- Make sure a job seeker understands who you are...what you do...and why they should be interested – all within about 5 seconds.
- Showcase how you're 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 job seekers to follow you on social media.

## Social Recruiting

- Actively post jobs on social media.
- Show off your people and culture on your social media profiles.
- 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://careersolutionsjobs.org/job-seekers/labor-market-information/>

