

Job Opportunities Marketed for Success

Question:

What kind of marketing message attracts the best job candidate?

Answer: Align open positions (opportunities) with your existing talent pool (internal employees and external prospects) through marketing efforts that show you understand their needs, wants, desires, mindset, and behaviors. Doing so results in a strong foundation for a long-term match.

Create a detailed job description. Help candidates adequately prepare for interviews with information that makes them feel comfortable about you, your organization, and your opportunity.

Clearly define outcomes. Incorporate measurable, worthwhile, realistic, and logical outcomes that you expect a new hire to achieve.



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Patrick Ropella is Chairman & CEO of the Ropella Group an international Executive Search, Leadership Transformation, and Corporate Consulting firm. He authored the book and web-based training program, *The Right Hire – Mastering the Art of SMART Talent Management*, and has seen his content featured in many trade magazines, business publications, and industry journals. Patrick regularly speaks at webinars, career fairs, and conferences.



Develop enticing headlines. Stand out from the clutter competing for your talent pool's attention and hook them with a memorable headline.

Pay attention to 'influencers'. Give prospective candidates comprehensive, well-designed marketing material to share with the people they turn to for feedback and advice.

Question:

What should I look for in a job description?

Answer: Job descriptions define duties and responsibilities, but they should also address what kind of candidate would best fit the position and what desired outcomes are associated with the position. Look for the following key elements to make sure the position is well thought out and not simply copied and pasted from a template:

Mission. The essence of the job should be summarized in plain language.

Performance expectations. Specific results and production responsibilities should be defined.

Initial goals. Measurable objectives for the first 6, 12 and 18 months should be included.

Growth opportunities. The prospect for learning and advancement should be outlined.

Desired skills. A list of expected competencies, abilities, experiences and education should be in line with the position.

Culture. A description of the organization and department culture should explain the work environment.