



Market, Recruit, & Retain

Reference Guide

Leverage Social Media



- Broaden social media recruiting efforts – takes time and effort but little money
- Humanizes your company and the industry
- Helps break stigma
- Shows culture

Show Don't Tell



- Avoid long passages – show don't tell
- Use take overs & day in the life videos and interviews
- Diagrams instead of passages – can be used to show career paths as well

Careers Section On Website



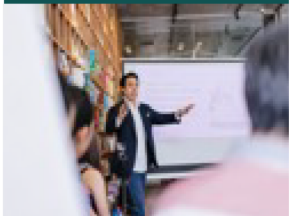
- Visually show career path and have it displayed on website
- Easy to maneuver and understand
- Use videos with people in the roles to explain the job and why they like it

Things To Consider Offering



- Referral Programs for employees
- Sign on Bonuses
- College Tuition Reimbursement
- Flexible Schedules – for parents, people looking for second job

School Outreach



- Vocational Technical Schools, STEM networks, Grassroot Marketing
- Bring them into your environment as it could be their future one.
- Inside look at each department

Work Life Balance



- People desire being able to leave work and not be tied to their phone or email – consider work from home days
- Talk to those within and ask what motivates them – helps develop culture

Be Open Minded



- Build on culture – not a job but a career
- Offer retention surveys to help decipher why people enjoy what they do
- Corporate Culture Officers – help focus on building that culture

Important Sites To Remember



- Massmep.org
- Google Reviews
- Glassdoor
- Handshake
- massmep.org /manufacturing-careers
- remakema.com



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