

RECRUITING PROGRAM OVERVIEW

411

OBJECTIVES

EXPECTED OUTCOMES

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 BY THE CITY CLERK
 OFFICE OF THE CITY CLERK

Implement a recruiting strategy that reaches a new and broad audience and that highlights the competitive compensation, the stability and the career opportunity offered by the City of Sacramento.

Place the City of Sacramento in the local and regional marketplace as the top employer of Choice.

Develop relationships with the career resource centers, internship offices and specific degree programs at local and regional colleges, universities & vocational schools.

Put the City of Sacramento at the top of the potential employer list before graduates even begin to look for jobs.
 Reduce competition later in the recruiting process.

Develop a relationship with the career placement centers of local and regional military bases.

Be among the first employers to contact military personnel as they complete their enlistment service.
 Place the City as a top potential employer to these Veterans.

Update recruiting promotional materials.

Establish the City of Sacramento as a strong recruiting presence as we compete against other agencies and industries for the same top candidates.

Update the City Website to be a more useful and interesting recruiting tool and source of information.

Make the City Website a source of information detailing our employment process and answering frequently asked employment questions for candidates.
 Use the City Website to showcase our positions so candidates can really understand what the actual job requires and is like for our employees.
 Supply information to interested candidates regarding where we're going to be recruiting with a calendar of events and locations.

Revamp contact and mailing information to include new organizations and updated contact information.

Join professional organizations to increase the City's visibility.

Expand outreach to target diverse groups in the population and organizations that help job seekers locate employment opportunities.
 Involvement in professional organizations increases the City's visibility and utilizes networking opportunities.

Find creative new forms of advertising and job posting.

Get our message to candidates that have never before considered us for employment.