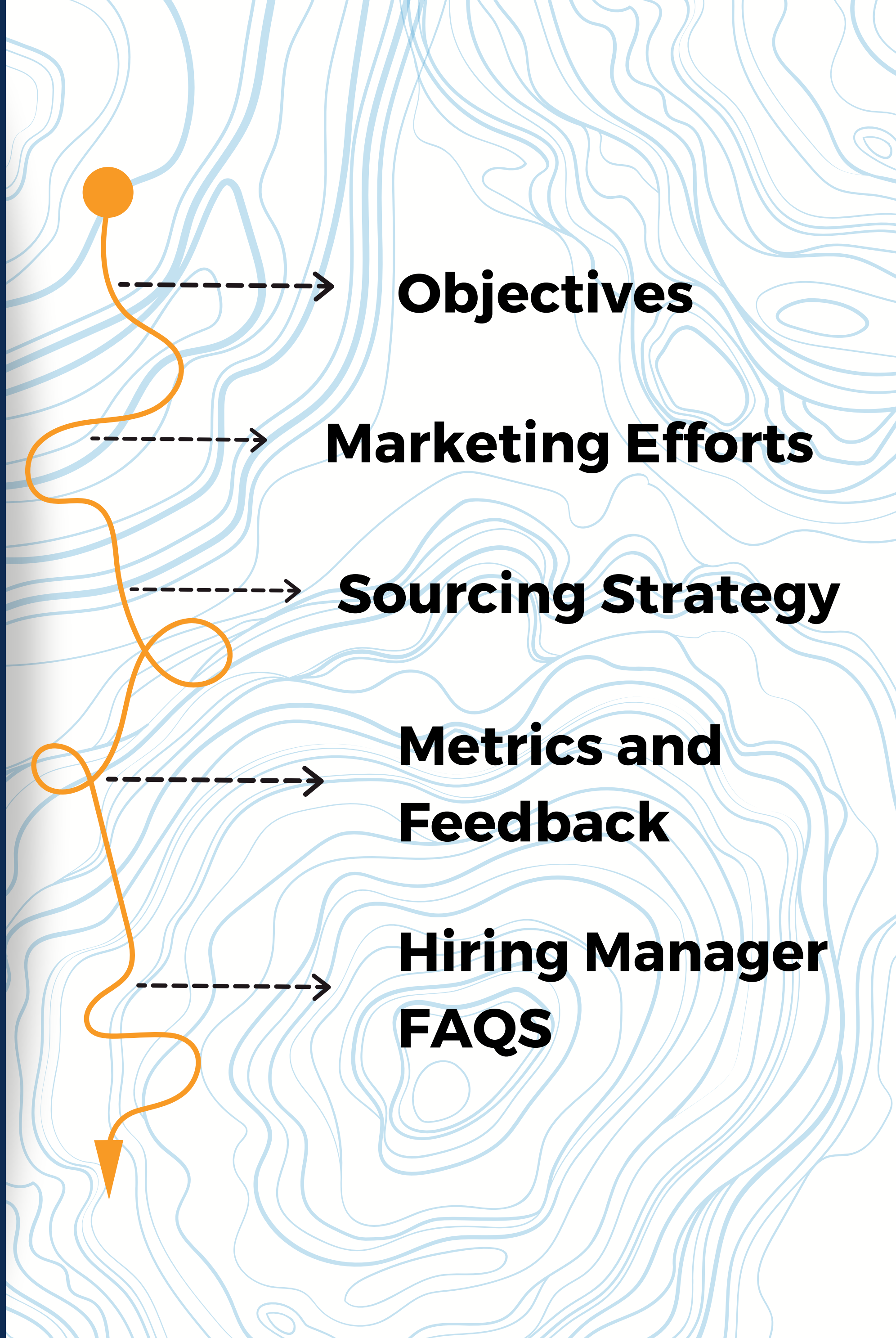




CITY OF
Grand Junction
COLORADO

CITY OF GRAND JUNCTION

RECRUITING GUIDE



This guide is designed to provide Hiring Managers with valuable insights into our recruitment practices, marketing efforts, and a tiered sourcing strategy to help you effectively fill positions within your department. Our goal is to attract top talent and build a diverse and skilled workforce to serve our community. Let's work together to find the best candidates for your team.

Objectives

- **Attract Top Talent:** The primary objective is to attract highly qualified and diverse candidates who align with the City of Grand Junction's values and can contribute to our growth and success.
 - **Efficient Process:** Streamline the hiring process to reduce time-to-fill while maintaining thorough evaluations to ensure the best candidates for each position.
 - **Equitable Hiring:** Ensure an unbiased hiring process that adheres to equal employment opportunity (EEO) principles and fosters diversity and inclusion.
 - **Positive Candidate Experience:** Prioritize creating a positive and respectful experience for all candidates, leaving them with a favorable impression of the City regardless of the outcome.
- Community Engagement:** Utilize the hiring process as an opportunity to universities, and organizations to tap into



Marketing Efforts

- **Showcasing the City of Grand Junction Employer Brand:** Emphasize the unique qualities of our city, the opportunities it offers, and the positive impact our people and departments make on the community. Highlight our commitment to Exemplary Service, Continuous Improvement, and Collaborative Partnerships.
- **Utilizing Multiple Platforms:** Leverage various recruitment channels, including our official website, social media, job boards, industry-specific platforms, and local events.
- **Highlighting Department Impact:** Showcase the meaningful work each department does and the potential for professional growth. Highlight success stories and initiatives that demonstrate the value of joining our team.

Tiered Hiring and Sourcing Strategy

Tier 1 - Active Sourcing and Recruitment Advertising

In tier 1, recruiting efforts include free/unpaid job postings due to a high volume of applications and a significant number of qualified applicants, leading to a shortened hiring timeline. These are typically manual labor, skilled trade, or administrative jobs.

Social Media Presence: Leverage social media platforms like LinkedIn, Facebook, and Instagram to build a strong online presence. Share job openings, engage with potential candidates, and promote employer brand to attract job seekers.

Free Job Boards: Post job openings on free job boards, such as CMU's student networking and job site, Mesa County's Connecting Colorado, and industry-specific websites to target job seekers who actively browse these platforms.



Post-to-Offer Timeline: 1 - 2 months

*Timeline subject to change based upon numerous factors, including but not limited to resource availability, external dependencies, and unforeseen challenges.



Tier 2 - Active Sourcing and Recruitment Advertising

In tier 2, the focus shifts to more active sourcing methods and targeted recruitment advertising. These are typically jobs that require specific skills and/or training and often a college degree or licensure.

This tier is suitable for job recruitments that require a more proactive approach:

Direct Sourcing: Proactively identify and approach potential candidates who match the desired skills and qualifications. Utilize professional networking platforms like LinkedIn to search for and connect with relevant professionals.

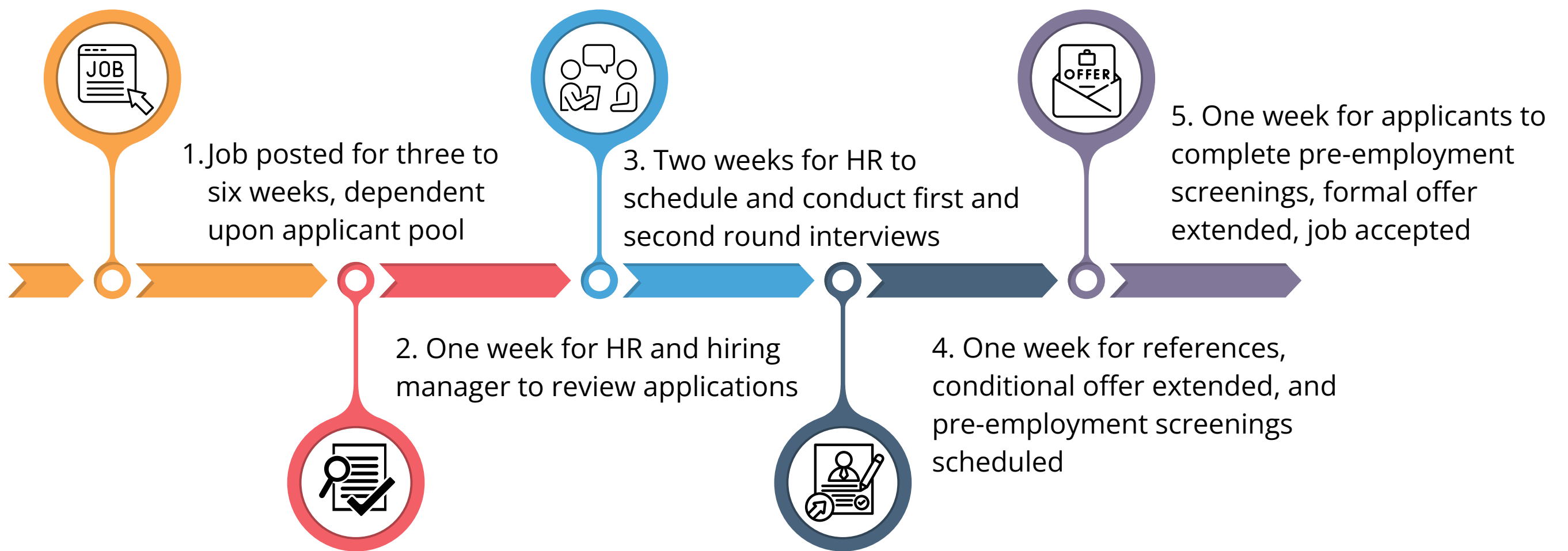
Job Board and Social Media Advertising: Invest in online job advertisements on popular job boards, industry forums, professional association websites, and social media channels. Craft compelling job bulletins and use targeted keywords to attract active job seekers.

Career Fairs and Events: Participate in industry-specific career fairs, job fairs, and networking events to engage with potential candidates face-to-face. This provides an opportunity to showcase our company culture and establish personal connections.

Campus Recruitments: Collaborate with CMU and CMU Tech to conduct campus recruitments, including job postings, on-campus recruiting, and classroom education/recruiting appearances.

Post-to-Offer Timeline: 2 - 3 months

*Timeline subject to change based upon numerous factors, including but not limited to resource availability, external dependencies, and unforeseen challenges.



Tier 3 - Executive or Hard-to-Fill Search

In tier 3, the focus is on executive-level and highly specialized positions where the competition for talent is greatest. These are typically high-responsibility, supervisory jobs that require several years of experience and a high degree of expertise.

This tier requires a more targeted and personalized approach:

Job-Specific Recruitment Brochures: This is a document that sells the City as a place of employment and as a place to live. This piece of marketing material helps strengthen a candidate's desire to work for the City of Grand Junction, as it includes information related to salary, quality of life, details of the job, and benefits in an engaging format.

Job-Specific Recruitment Mailers: Identify individuals via job boards and Colorado Municipal League, compiling names and work addresses. Mailers are an additional physical marketing material that intrigue targeted professionals to apply for a job.

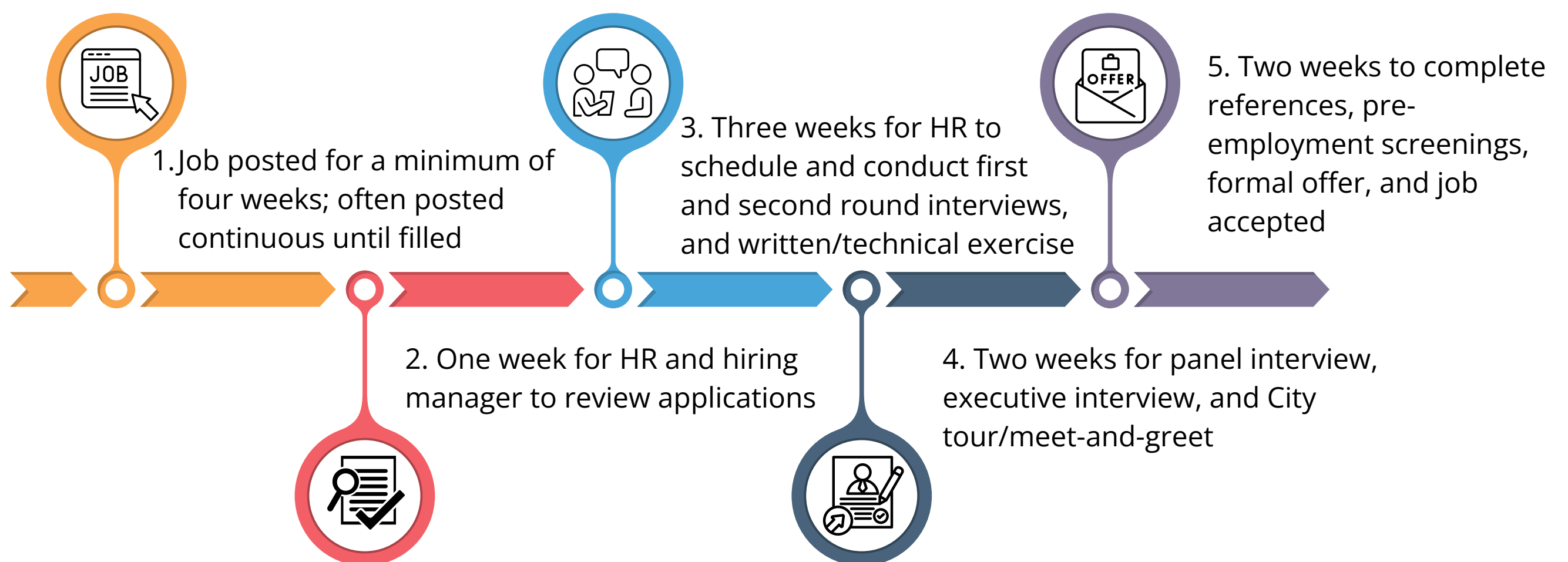


Industry Associations and Networks: Engage with industry associations, professional networks, and forums to connect with executives and industry experts.

Personalized Outreach: Identify specific individuals who are highly qualified for the position and reach out to them directly with personalized messages via email, LinkedIn and Indeed. Highlight the unique value proposition of our organization and the opportunity available.

Post-to-Offer Timeline: 3 - 4 months

*Timeline subject to change based upon numerous factors, including but not limited to resource availability, external dependencies, and unforeseen challenges.



Metrics and Feedback

In the spirit of Continuous Improvement, the Human Resources Department will focus on the below bullet points to ensure we continue to create efficiencies in our hiring processes:

- Establish key performance indicators (KPIs) to measure the effectiveness of the recruitment process.
- Collect feedback from candidates, new employee surveys, interview panels, and hiring teams to identify areas for improvement.
- Regularly review and refine the hiring process based on data-driven insights and feedback to enhance efficiency and effectiveness.

Hiring Manager FAQs

How should I prepare to fill a position?

Read through your job description to ensure accuracy, or if any changes need to be made (you will do this with your HR Business Partner).

How do I start the process to hire an employee?

Start by submitting a requisition in [NEOGO.V](#). For approvals, be sure to include your Department Director, the HR Department Director, and City Manager. In order for requisitions to be approved, the [Job Posting and Candidate Assessment form](#) must be attached to the requisition.

What is my role in the hiring process?

As the hiring manager, you will work with HR to determine the job bulletin, review applications as the subject matter expert, partner with HR on the selection and interview process, and evaluate applicants to select a finalist.

How can I help make the hiring process as efficient as possible?

Work with HR to block your schedule for interviews in advance, fill out the [Job Posting and Candidate Assessment form](#), provide detailed communication to your HR Business Partner regarding your recruitment and department needs.

What if I'm struggling to fill my position?

HR will re-post the job and/or make the recruitment continuous until filled. The City Recruiter can help implement creative marketing and advertising strategies to reach and funnel qualified applicants into the pipeline. Additionally, HR will work with you to refresh job bulletin verbiage, utilize online recruitment tools to target qualified applicants, etc.

We appreciate your dedication to building a talented team that will contribute to the success of the City of Grand Junction. By following this guide and collaborating closely with HR, we can attract exceptional candidates and continue to provide excellent services to our community. If you have any questions or need further assistance, please don't hesitate to reach out to the HR department.

