

# Recruiting Talent in a Tight Labor Market



How to find and engage top talent in your Port



# Get Ready to Participate

We love interactive presentations!

- 0 1 Opt into our polls!  
Text POA747 to 22333;  
OR on the web, at [pollev.com/poa747](http://pollev.com/poa747)
- 0 2 Begin thinking about what recruiting challenges your organization is facing.
- 0 3 Don't worry! This will be fun!!

# What We're Learning Today



## Concepts we'll cover...

- Preparation is key
- Employee Value Proposition (EVP)
- Improve your recruiting process
- The candidate experience
- Continuous improvement





# Audience Participation

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What recruiting challenges are your organization facing?

- A. Lack of qualified candidates
- B. Losing qualified candidates - not acting fast enough
- C. Identifying needs/desires of qualified candidates
- D. Organizational awareness/people don't know who you are
- E. Inability to compete - inadequate pay/benefits
- F. Retention - keeping your top talent

Respond to our [PollEverywhere](#) multiple choice question via web or text.

# About Us

Something funny here? Never Again Volunteer Yourself!



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# Preparation is key.

Get proactive about your approach to talent acquisition now.





# KNOW YOURSELF

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Brand reputation and relationship building are essential.

Understand, develop, and sell the company culture.

Fix what's broken now. Be proactive.

# KNOW THE Job Details

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Conduct a job analysis to determine essential job requirements and core competencies.

Use these to give a concise view of the role in your job ad.

# KNOW THE JOB MARKET

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The Great Resignation - In 2021, over 48 million Americans left the job market.

Change your approach - "the way we've always done it" is no longer an option.

# KNOW THE COMPETITION

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Fighting against other jobs and other organizations?

Be in the right conversations.



# Know your candidates

Your ideal candidate has a laundry list of needs and wants. Make sure you have your employee value proposition ready!

There was an 83% increase in job posts mentioning flexibility in 2021 over 2019. - LinkedIn

Workers are craving flexibility, in all its forms...remote, hybrid, scheduling.

# Employee Value Proposition (EVP)



Flexibility

Purpose/Mission

Work/Life Balance

Diversity, Equity & Inclusion

Competitive Pay +  
Rewards/Recognition

Skills & Career Development

Expanded Benefits Offerings

Healthy Work Environment



# Incentive Programs

[Myth Busting: You CAN offer these programs!](#)

<https://mrsc.org/Home/Stay-Informed/MRSC-Insight/May-2022/Recruiting-for-Local-Government-Positions.aspx>

- Above and beyond. Exceed normal requirements.
- Individually based.
- Established before the performance period begins.
- Measurable outcomes.







# Audience Participation

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Brag on you! Why should people want to come work for your organization?

Respond to our PollEverywhere question via web or text as many times as you'd like.

# Improve Your Recruiting Process



Ensure you are creating  
the best candidate  
experience possible.



# The Candidate Experience

Make applying easy

Lower barriers to entry

Streamline the process

Swift, clear communication

Ensure DEI with objective hiring techniques

Communicate expectations  
& process

Coordinate well



# 3 Recruiting Take-Aways

01

INVEST IN TECHNOLOGY  
applicant tracking system

- Better team coordination
- Hiring process at a glance
- Ease administrative burden
- Speed up communication
- Knock-out questions filter candidate pool

02

WRITE A JOB AD  
A JOB DESCRIPTION IS NOT AN AD

- Sell your organization & your EVP
- State only essential requirements
- Day in the life/realistic job preview
- Offer so much more than salary!

03

DIVERSIFY RECRUITING STRATEGIES  
BE IN THE RIGHT CONVERSATIONS

- Online job pools (Indeed, Zip Recruiter)
- Social media
- Colleges/job fairs/internship programs
- Passive candidates
- Internal mobility program



# Audience Participation

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Tell us you're still awake by sharing, in one word, your superpower!

Respond to our PollEverywhere question via web or text as many times as you'd like. Help us build our word cloud.



# Continuous Improvement



Recruiting metrics from your Applicant Tracking System (ATS) will provide key performance indicators (KPIs).

Top 6 KPIs:

- Quality of hire
- Cost per hire
- Recruiting yield metrics
- Time to fill
- Source of hire
- Offer acceptance rate

# Thank you for attending!



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