

How to position job openings to attract Millennials

More than one in three American workers today are Millennials, and this year they surpassed Generation X to become the largest share of the American workforce.¹

To succeed in attracting and recruiting next generation talent, it's important to tailor how you market your company and position your job opening. It starts with a basic, powerful, yet often-overlooked tool: the job description. Millennials looking for employment in the office and administrative (O&A) field could be looking through hundreds of job postings. If a job description fails to capture and inspire, these candidates will move on to one that does.

Millennials want to feel their work is worthwhile and they take into account the values of a company when considering a job.² This means your job description has to do both. Describe the position while also highlighting less tangible, but important, aspects of the job, team and workplace.

Consider these tips for your next job opening:

Refine your job description

To not only attract but also retain candidates, make sure the job description accurately describes the position and explain why the position matters. The way in which their jobs contribute to the organization as a whole is important for Millennials.³ Indicate how the candidate could make an impact through the work he or she would be performing.

Write for the web user

Job seekers on the web have low attention spans. Cater to them by formatting your job description to align with their reading habits. They don't read, they skim. The average job seeker dismisses a job description as a poor fit in under one minute.

Here are a few tips to make your job easier to skim:

- Use bullet points and subheadings.
- Put the most attractive information near the top.
- Use bold-faced words (sparingly, or they lose their impact) to draw attention to specific areas.
- Make the qualifications section a quick read to help candidates discern if they are a good fit.

Highlight the culture — and the people

When asked about an ideal workplace, nearly 60 percent of Millennials cited "the people they work with" as the most important attribute. They also prefer in-person communication with both co-workers and managers.⁴ If teamwork, collaboration and open lines of communication are a big part of your work process, let candidates know!

More points to consider include:

- What other departments or colleagues will they interact with in this role?
- How are teams organized?
- What is the communication style within the organization?

Call out creative benefits

From big to small, it's the extra perks that establish connections with candidates. Focus on the company's offerings that best align with what this generation wants, like management training, flexible work schedules or locations, international opportunities or customizable healthcare benefits. In a recent PwC study, 95 percent of Millennials cite work/life balance as being important, with 70 percent saying it's very important. If you offer programs that speak to this desire, promote that. It's critical, however, to be honest. Twenty-eight percent in that same study said that their work/life balance reality was less than what they expected.⁵ This leads to dissatisfied employees and increased turnover.

Tout advancement opportunities

Nearly 80 percent of Millennials say they aspire to be leaders.⁶ Millennials seek O&A positions that can be the foundation for growth and lead to management roles in the future. If your organization provides training and supports growth opportunities, highlight it when positioning your jobs.

If they snooze, you lose

Every Millennial who passes on your job description is a missed opportunity. Catch and hold their attention and succinctly tell them why they should want to work for your company. For additional tips on crafting the perfect job description, view **Five Hacks for Writing Job Descriptions** or give us a call and we'll walk you through the process.

The world of work is changing

Randstad has its finger on the pulse of today and tomorrow: tomorrow's technology, tomorrow's workforce, tomorrow's jobs. Let Randstad help you build your current and future workforce today.

1 PEW Research Center Analysis of U.S. Census Bureau
2,3,5 PWC "Millennials at Work: Reshaping the Workplace" report and study
<http://www.pwc.com/m1/en/services/consulting/documents/millennials-at-work.pdf>
4,6 Randstad's Gen Z and Millennials Collide @ Work study, U.S. results