

# RECRUITMENT TIPS

As more and more employees become eligible to retire, water agencies are faced with recruitment challenges and looking for new ways to promote job openings and highlight water career opportunities.

ACWA and ACWA JPIA are encouraging water agencies to re-evaluate their recruitment practices and strategies now, so that they have the tools and resources available as openings become available. In a collaborative effort, ACWA and ACWA JPIA have compiled the following recruitment tips to help these efforts.



## BRANDING

- Use consistent branding anywhere you are communicating with potential candidates, including your website employment page, recruitment brochures, and on social media.
- Identify what makes your organization unique. The policies and programs that demonstrate your organization's commitment to employee growth, development, recognition, community service, etc.
- Target your ad branding to specific groups, such as veterans. Connect the values of the position or your organization with the values of the individual.
- Include photos of actual employees working both in the field and in the office.
- Use testimonials.

## ADVERTISING

- Utilize job boards and organizations that can increase the visibility of your jobs, especially when considering diversity, equity, and inclusion recruitment efforts.
- Use social media to share your job opportunities. This could include LinkedIn, Facebook, and Twitter.
- Share what workplace flexibility your organization offers. More and more job seekers are looking for flex time, non-traditional schedules, and remote work options.
- Utilize your email signature block to share and promote job opportunities at your organization.

## REDUCE BIAS IN HIRING

- Remove adjectives in job postings associated with a particular gender.
- Review your minimum qualifications. Eliminate certain requirements (e.g., educational degrees, certifications) in order to attract more of the candidates you need.
- Create a diverse interview panel.
- Train interviewers on how to reduce bias in hiring.
- Consider giving candidates a work skills test to get a non-biased indicator of future job performance.
- Have a structured interview process – each candidate should have the same set of defined questions.
- Define the ideal candidate profile ahead of time and evaluate all candidates against those standards.
- Rank/rate candidates based on objective criteria / standards.
- Keep your organization's diversity goals top of mind throughout the entire recruitment and hiring process.

Scan the code to watch and download  
career in water testimonial videos  
or visit [bit.ly/3MPacZA](https://bit.ly/3MPacZA)

