

Positioning Your Opportunities



Presented by:

Laurie Kahn

Founder

laurie@mediastaffingnetwork.com











www.mediastaffingnetwork.com

Today's discussion:

1. Better understanding how to market to attract your ideal candidates
2. Content to not sound 'desperate' when you are always looking
3. Overcoming the perception that broadcast is "Old School"
4. Why Onboarding & Culture are such a big part of the equation
5. Going beyond the 'job seeker'

Please ask questions!

Why is positioning important?

-  Lowest unemployment rate in decades
-  High competition in the war for talent
-  Archaic hiring practices
-  Reputation of *broadcast* as an employer
-  Need to put hiring *risk* more on employer vs. employee
-  Tenure is decreasing, turnover is increasing
-  More research is done prior to the interview
-  Many broadcasters hope that by posting a job, the good candidates will magically appear.....

As broadcasters the marketing has traditionally been aimed at increasing audience...now we need to market to potential job seekers!

Why am I teaching this session?

- Ex broadcast sales manager
- 25 years in talent acquisition
- Continuing education to be on top of trends
- Regular contributor to industry trades
- Speaker at many industry events
- Involved MIW – on faculty for RTTR



More importantly....

- Regular communication with employers & prospective candidates in media
- PASSION** for helping broadcasters win this war!

Better understanding how to market to attract your ideal candidates

When

Always*


1. Think of promoting your company and not just your jobs = Branding
2. *Adjust your messages so they are fresh
3. Use special events where you have a captive audience to promote your company as an employer
4. Practice your pitch whenever anyone impresses you
5. Brag about what you do for the community

Poll question:
Would you consider your community
service projects to be a recruitment
tool?

Select Yes or No

Your community service can do more than fulfill FCC requirements!

Involving your staff, offering time off for projects can help the community, the non-profit and **recruitment!**



Younger generations want to work for community service oriented companies

A great way to open doors for new biz

Great place to network and meet others in the community who may be a good target for future hiring

Where?

Always



Internally:
Referral programs
Advocates
Retention

Externally:

On air
Website
Loyal users club
Social media
Job boards
Local industry boards
Large local employers
Chambers
Invoices
Schools, colleges, universities & alumnae offices
Geo-targeting
Realtors/Welcome wagons
The mall/Retail
Churches

Content to not sound 'desperate' when you are always looking

- ④ Use a branding approach
- ④ Sell your opportunity
- ④ Brag about what you do for the community
- ④ Build a story why you are a 'top employer':
 - Training
 - Flexibility
 - Growth potential
 - Benefits/Perks
 - Support
 - Awards
 - Secure compensation
 - Fun – summer hours
- ④ Ask for informational meetings
- ④ Talk about fun things your team does
- ④ Acknowledge employees for a job well done publicly



Be more conversational to catch their attention!

Sample Postings:

We rarely have turnover at our office, but for the first time in several years, we now have the opportunity to add to our staff. If you want to work for a company that acknowledges good work, offers a competitive compensation, benefits, support and training to help you reach your full potential, then we should talk.

KKKK is looking to add an Account Manager. If you like working with small businesses in creating solutions to help them grow, then let's talk. Our team enjoys a positive and energetic work place, full benefits, training and support. If you like marketing, and getting out to meet with people, this could be ideal for you!

Are you earning to your full potential? Over half of our account managers earned over \$_____ last year, while also having medical, dental and vision with a 401K savings plan. If you want to earn more, have support and training in a fun, thriving environment with flexibility to attend kids events at school, then let's have a conversation.

It's Friday afternoon. Our staff earned a summer day and are out at the golf course. Wouldn't you love to be there too? Need more fun? Let's talk.

At XXXX we are so excited! Jane Doe, our Director of Sales, just was awarded as one of America's top sales managers. We invest in the tools and training to encourage career growth. What a fantastic team we have! Congratulations, Jane!

***Sell the opportunity don't scare them away –
cast a wide net***

Overcoming the perception that broadcast is “Old School”



- ④ Update your mission statement
- ④ Update your hiring process (lose the “mail your resume”)
- ④ Talk up the emerging technology
- ④ Discuss all of your platforms, not just the primary one – digital is hot!
- ④ Share the ‘power of the medium’ = reach, response, ROI
- ④ Illustrate how it has helped grow local business with examples
- ④ Be prepared to discuss where the industry is going in the future
- ④ Sell them on how the station(s) have helped the community and why it is a major part of what you do, share how you support your team giving back
- ④ Offer flexibility
- ④ If your office is updated and cool, bring them in for a tour
- ④ Share the fun stuff you do
- ④ Talk about how many new licenses have been applied for in the past few years
- ④ Share how the required EAS helps in a disaster

Why Onboarding & Culture are such a big part of positioning

People want to work for companies they trust, where they see growth potential, support and they will do their homework to research a company before they ever pick up the phone!

Onboarding:

- Is NOT when the employee starts!
- Should be a positive experience as people talk
- Can make or break a company
- Should have a plan with reviews to ascertain level of comprehension

(we have an entire session to discuss onboarding!)

Culture:

- Needed for recruitment & retention
- Establishes company reputation
- Can lower turnover
- Ask for input
- Share why you are special
- Remind staff of the positives
- Sets tone for daily basis
- Helps sell your opportunity

Going beyond the job seeker:

Poll Question:

Scenario – you have a salesperson who sits by the phone and waits for calls to come in and hopes one will bite and give them an order. They have not been reaching their goals for the past few months.

As a manager you:

- A. Keep paying their salary and hope for the best
- B. Make it known that this is not acceptable, to get out on the street and develop business or be fired

Please pick the best answer for how you would handle.



**Anyone who
answered 'A', I am
available!**

So, why would you expect the perfect person to answer an ad or just magically appear at your door?

Even doing all the right things in talent acquisition, having a strategy, spending money, promoting, paying well, you still won't find your stellar sellers without *looking* for them.

Just as you have a target account list, where you identify, research, talk with, put together presentations, keep coming back again and again, you don't give up. Isn't this what we teach in sales?

The same goes for finding the right people!

How to reach potential sellers:

- Media Staffing Network Post
- Media Staffing Network Advertise
- Media Staffing Network Social Media
- Media Staffing Network Referral programs
- Media Staffing Network DJ's at events
- Media Staffing Network Raffles
- Media Staffing Network Clients
- Media Staffing Network Networking events
- Media Staffing Network Volunteer activities
- Media Staffing Network Career Fairs
- Media Staffing Network Ask for names

94% of jobs are found through WOM!



Recruiting needs to be done continually! Put in your daily planner! Tie it in to managers compensation

Success in T.A. is going out of the box, Aka not relying on job seekers to fill your jobs



- ① Revisit your 'mission statement' is it accurate for today?
- ① Review your compensation plan so that you are in line with the market
- ① Create your brand as an employer of choice
- ① Supply your hiring managers with key industry facts for positioning
- ① Offer training & support
- ① Listen to your team/ask for suggestions/exit interviews
- ① Update your website career page to sell your company
- ① Update company & individual social media pages as YOU will be researched
- ① Brag about your community service
- ① Build a pipeline for future hires & work it as you would target accounts
- ① Always talk up what you do for your employees
- ① Build a team of advocates & reward them
- ① Stop scaring candidates away

Questions?

Laurie@mediastaffingnetwork.com

480 306 8930

Upcoming topics:

Interviewing for better hiring: Wed, June 27th

Best practices for compensating & onboarding: Wed, July 11th

Handouts will accompany each session!

