

# Approaches and Tools for Job Development

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# What is Job Development?

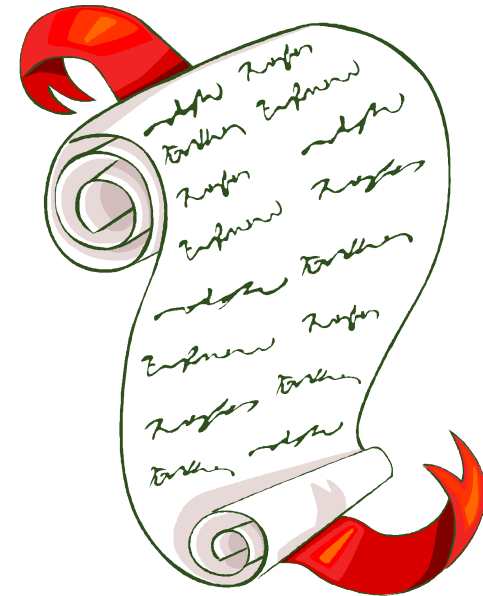
- Making a job opportunity accessible to a job seeker(s) **and** ensuring a successful job match
  - Filling an already open job
  - Job creation (internship, externship, contract, etc)
    - Job carving



# Before You Begin Job Developing

What do I need to know first?

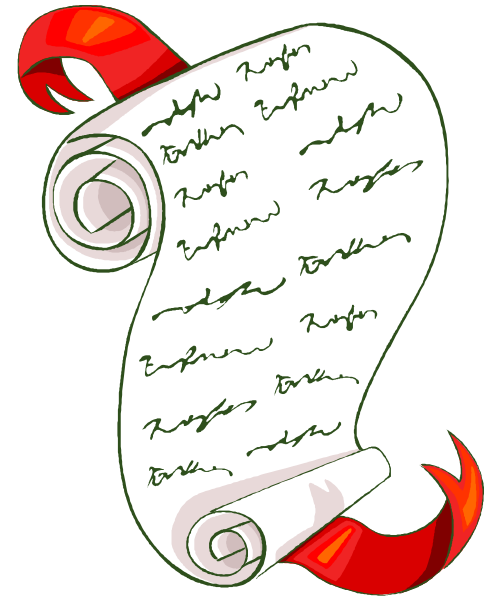
- Know your client's and organization's strengths
  - Why should an employer recruit through you?
    - What separates you from everyone else? (proximity, diversity, customized referrals, etc.)



# Before You Begin Job Developing

What do I need to know first?

- What can you **and** your job seekers offer? (market your client's strengths and your services)
- **W**hat benefits do you bring to the company and how can you grow or benefit the employer? (tax incentives, retention, financial reimbursements, marketing campaigns, skilled workforce, pre-screened, etc)



# The Three Sectors of Employers...



Government



Non-profit



Private

## Pros and Cons?

# Government

- + Quality of employment (benefits, wage, union, etc)
- + Structured
- + **T**ransparent hiring practices
- Bureaucracy
- Rules, regulations, policies, etc
- **T**ime intensive



# Non-profit

- + Willingness to help/collaborate
- + Value added
- + Flexible
  
- Financing/wages
- Limited resources



# Private

- + Accessible
  - + Paid positions
  - + Variety/abundance
  - + **N**umber of government incentives available
- 
- Hierarchy (corporate: getting to the right person)
  - Have already been exposed to JDs
  - Can be data-driven
  - **N**eeds guidance (small-business)



# Connecting to Employers

Connecting with employers begins with identifying their social/professional groups!



**EVERY** job developed with an employer begins with a **conversation.**

# Connecting to the Government

- Individual referrals/introductions
- Job Fairs
- Boards/Commissions
- Politicians



## Tips:

- Be patient
- **T**alking points: initiatives, policies, and missions/visions

# Connecting to Non-profits

- Individual referrals/introductions
- Job Fairs
- Resource Fairs
- Coalitions/Associations
- Community Collaborative Groups



## Tips:

- Focus on ways that your job seekers and services can help them in obtaining their mission (mission-driven)
- Why you're cost effective
- **T**alking points: mission/vision, services, funding/fundraising

# Connecting to the Private-sector

- Individual referrals/introductions
- **Job Fairs**
- **Mixers/Meet Ups**
- Associations/Centers (Entrepreneur, BOS, etc)
- **Online groups**
- Conferences/Expos
- **Chambers**
- Alumni Network



## **Tips:**

- Read the Silicon Valley Business Journal for leads
- Identify companies that believe in your mission
- Show them the money! (tax incentives, internship wages, retention, etc.)
- **T**alking points: How the business started, products/services, challenges, recent news/headlines, person's role in the company, social media, etc.

# Job Developer Toolkit

- LinkedIn
- SV Biz Journal
- Online forums/groups (professional, start-up, HR, business, Alumni, Job Development, etc)
- Cold-calling
- Walk-ins
- Social events
- Referrals
- **Collaboration** (become the **ONE-STOP EMPLOYMENT SHOP!**)



# Collaborating with the SJSU Career Center

- Include us in your pitch!
- Tour our facilities and learn our programs/services
- Create an internship to help you market your services and to job develop
  - Design a newsletter for employers
  - Conduct social media marketing
  - Research and analysis
  - Develop content
  - Research funding/grant opportunities
  - **M**arket to employers



**Contact me to explore JD assistance ideas and internship development** (we receive several requests, so assistance is limited, first-come, first-serve)

# Contact Information

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