

@marenhogan

Dirty, Boring Jobs

And how to recruit for them

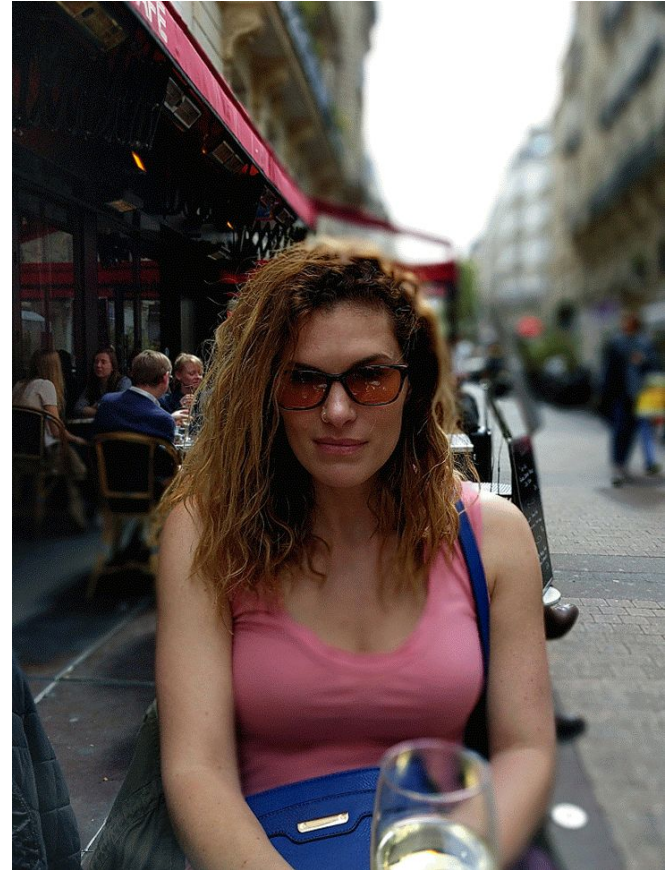
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Why LISTEN to HER?

Hi. I'm Maren Hogan. I help companies figure out what to do with their Employer Brand, Recruitment Marketing and even the technologies and services most likely to appeal to their target market.

I've been in the space for ten years makin rap tunes.

Just kidding.





1. We talk a lot

About employer branding. But it's a **WHOLE LOT** easier to brand your jobs when you work at

→ **Adidas or Target**

Consumer brand. Well-known.
Ubiquitous

VS

→ **Waste Management or JBS**

Necessary. Everywhere. Not at ALL
know nor do they have any cache.

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Employer Branding Recruitment Marketing

SLAUGHTERHOUSES



Tip

**International
Protein Company
actually means...**

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It's a DIRTY, DANGEROUS job
TRASH CANS OF BODY PARTS
Dodging FLYING carcasses

Basically, NIGHTMARES



If you are too young to
understand this reference,
—— you may have my Kenny
Chesney ticket

Their need = 55-60 trainees

(but the gig pays up to \$180,000 per year)



Competing with

Cargill

ConAgra

Amazon

Tyson

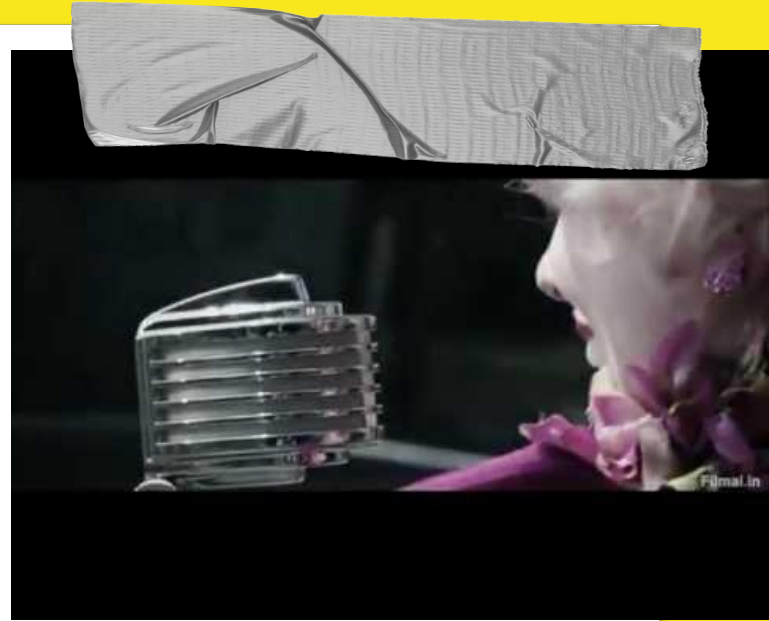
Whole Foods

HURDLES

- Highly competitive field
- Rigorous training in slaughterhouses as well as HQ
- Specialized degree needed
- Locations are often not attractive or far-flung
- Applicants are almost exclusively men
- Not a well-known brand
- Many mergers and acquisitions created different brands
- Job is dangerous
- Job may offend morals
- Multiple career sites

MAY THE ODDS BE EVER IN YOUR FAVOR

- Pay was **great**
- There definitely **IS a person who wants this job**
- **Benefits** were great
- **Training was incredible** for these positions in particular
- We could **recruit internally, externally and from campus efforts**





Here's how we did it:

Be the job

Get past your ego

Stop paying attention

Solve for X

Pay attention

Tip

Does this seem like contradictory advice?

Well, that's branding folks :)

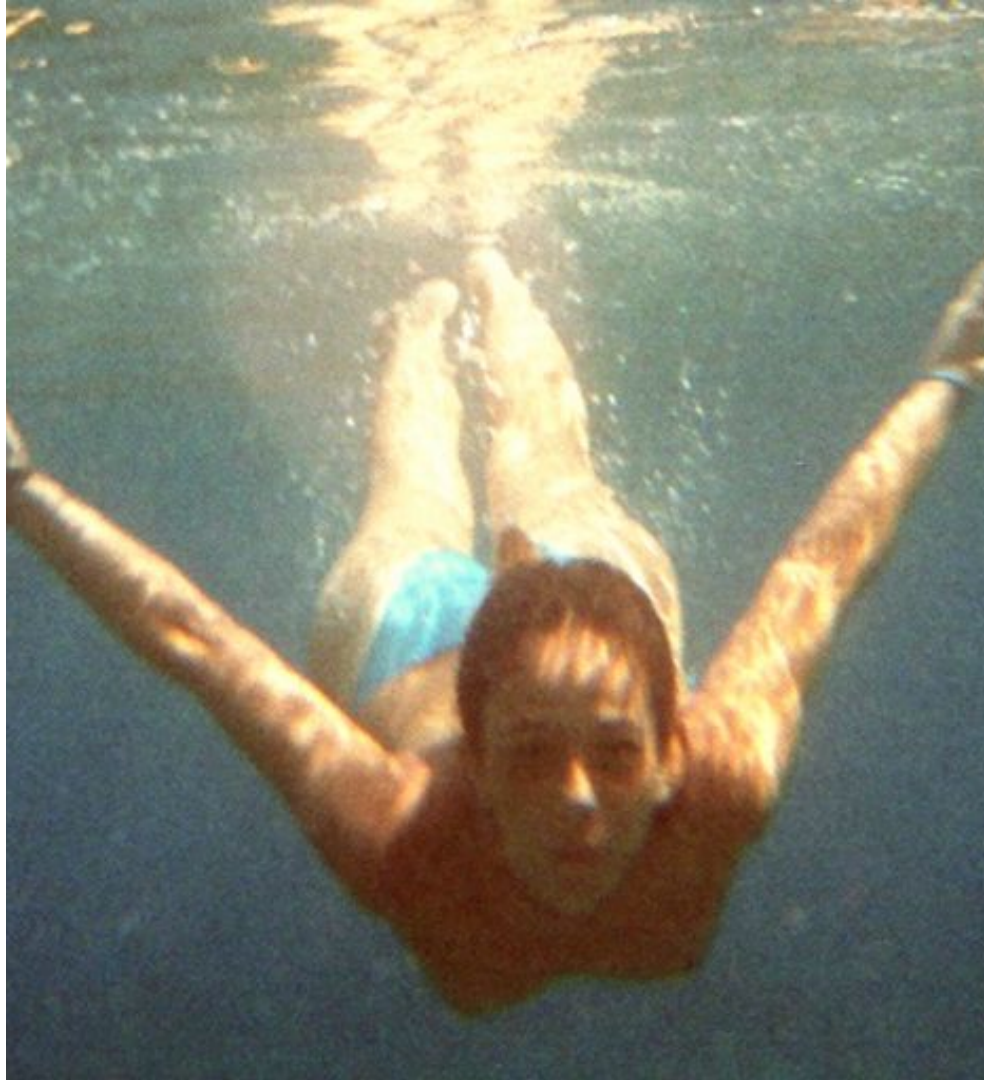
BE THE JOB

First we dove in. We went to the plant, we walked around.

We saw where they worked, ate, congregated.

Let's talk about why.

Story for illustration purposes only





GET PAST YOUR EGO

We threw OUT most of our assumptions.

Tip

We'd have wasted time and budget trying to convince them.

Stop PAYING ATTENTION
to TRENDS and start

PAYING ATTENTION

to PEOPLE



Just because everyone is
talking about it, doesn't
— mean it's the right thing
for your company...

A man with a mustache and glasses, wearing a dark suit and tie, is pointing his right index finger upwards. He is standing in front of a red wall with a pink window in the background. The text "YOU BETTER WORK!" is overlaid on the left side of the image.

YOU BETTER WORK!

**We solved for “X”
with our partners...**

If your partners in crime
have needs, find a way to
solve those needs.



Tip

Build buyer personas. It makes a dramatic difference. Want to learn how?

We paid attention to the candidate...

What does your candidate need and when and where do they need it?

Do you truly know what they're after in life?



**People are DIFFERENT, even if
their backgrounds are similar.**

We BUILT three PERSONAS...

- The Student Persona
 - The Internal Persona
 - The External Persona
-

The Student Persona

Country Roads Take Me Home



A full-body photograph of a young man with short dark hair, smiling at the camera. He is wearing a bright blue long-sleeved button-down shirt, a black necktie, and dark blue jeans with a black belt. His hands are in his pockets, and he is standing against a plain white background.

You can TELL a lot about WHO a person is


By what they do online...

- Grew up on a farm
 - Wants a “good” job
 - Doesn’t know what to do after school
 - Doesn’t mind relocating
 - Has the desire to make money fast
 - Listens to country music
 - Wants to do something “important”
-

The Internal Persona

Started from the Bottom, Now We're Here



A young man with dark skin, wearing an orange hard hat, a red jacket over a blue and white striped shirt, and blue jeans, stands looking upwards and to the left. He is holding a white folder or clipboard under his left arm.

**We've seen these people WORK
already, how can we**

DEVELOP THEM?

- Hardworking and disciplined
 - Knowledge of heavy equipment and safety skills for operating heavy equipment
 - Conservative values, passionate about beliefs, set in their ways
 - May not be college educated
-

The External Persona

As Good As I Once Was



SPEED MENTORING



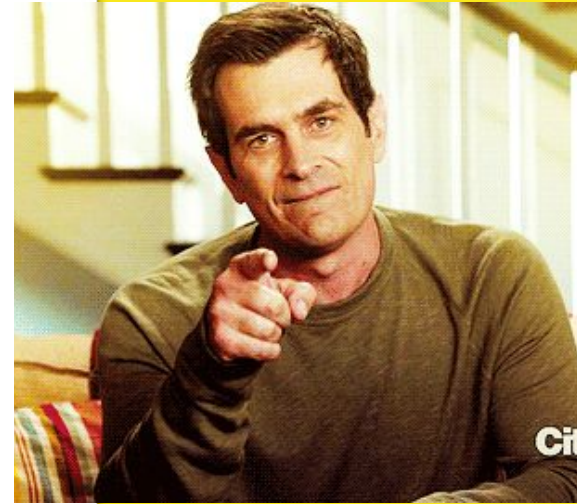
Ex-Military and Restaurant Managers

Understand the differences
involved

- Doesn't want a desk job
 - Craves fast-paced environments
 - Used to working in crisis situations
 - Accustomed to “base” life
 - Strange hours are no issue
 - Adapts well to working odd hours and/or changing work schedules
-

We Found OUT:

- What they listened to
- Where they were on a Friday night
- What they needed to provide for in their lives
- How their past experiences shaped their work expectations
- What messaging they'd respond to
- The impact they wanted to make on the world



Our efforts worked!

we WERE able to
fill every position
in just nine
months.

9



Tip

By using our personas,
we figured out some
really genius ways to
reach our prospects.

Like?



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For example...

Ads on the country
spotify station and
geo-located ads
during career fairs

Student Persona

Internal training
“camps” and
scholarships with
washroom signs
and table tents

Internal Persona

We offered military
and restaurant
personnel
something safe
and dynamic

External Persona



BUT...

These aren't
the only **dirty,**
boring, GROSS
jobs out there!

How about this one?

SMELLY, MANUAL but

great pay and benefits

and perfect for someone who
wants to GET HOME EARLY and
BE OUTDOORS



How about this one?

Destroys your skin and
is **HOT** and **EXHAUSTING**

Requires a low level of education
and even **EMPLOYS THOSE WITH
A RECORD...**

If you make it through,
you get **FULL TIME
WORK WITH BENEFITS.**



How about this one?

Sure it's **AWKWARD** to bring up
at parties but not only do

you get to **wear what you want**
and listen to your own music, you
get **a great discount** as
well :)





Need help?

maren@redbranchmedia.com

@marenhogan

Redbranchmedia.com

Maren Hogan on LI!