Dirty, Boring Jobs

And how to recruit for them
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.
Employer Branding
Recruitment
Marketing

SLAUGHTERHOUSES
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)
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 :)

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

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

Tip

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

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

Quotes for illustration purposes only
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?

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Maren Hogan on LI!