

MARKET JOB POSTINGS

Market the job postings to community members and potential applicants. Partner organizations can share your job posting to their members or patrons or share a list of potential applicants with you if they are a workforce or employment-focused organization. See Table 4 below for a list of common organizations that may be helpful to partner with and recommendations on engagement:

Table 4: Resources for Partnerships

Organization	Target Group
Post-secondary education	Students, recent graduates
<ul style="list-style-type: none"> • Consider different types of schools - community colleges, CSUs and UCs, and private universities, trade schools, adult schools, and technical schools • Consider nearby Historically Black Colleges and Universities (HBCUs), Hispanic Serving Institutions (HSIs), and the Hispanic Association of Colleges and Universities (HACUs) 	
Local high schools, continuation schools	Students, youth
<ul style="list-style-type: none"> • Consider the various roles at schools and who they may be the best contact - principal, classroom teacher, guidance counselor, sports coach, club advisors, parent volunteers 	
Local CBOs	Varies
<ul style="list-style-type: none"> • Consider which local CBOs you are already connected to and which ones serve the target group(s) you are considering for employment • Consider organizations focused on addressing homelessness, environmental justice, youth development, working with formerly incarcerated, food services, health care, etc. <ul style="list-style-type: none"> • See California Climate Investment's Community Connections for organizations interested in building resilient communities and increasing meaningful investment 	

Organization	Target Group
Local community spaces	Varies
<ul style="list-style-type: none"> • Community centers and public libraries offer many resources and activities for community members. For example, they can help advertise job opportunities and engagement events and provide facilities and meeting spaces. • Consider other local community spaces where people gather: local coffee shops or cafes, grocery stores, food shelters, food banks, food distribution centers, parks, health clinics, etc. 	
Workforce focused programs and organizations	Unemployed, underemployed
<ul style="list-style-type: none"> • For organizations that work with job seekers, ask if they can share flyers directly with potential applicants that they recommend or provide a list of potential applicants • Consider local agencies which may have their own workforce program, local training programs and local STEM programs <ul style="list-style-type: none"> • Seek out Job and career centers and local workforce development boards 	
Religious institutions	Varies
<ul style="list-style-type: none"> • Consider different types of religious institutions such as churches, mosques, temples, synagogues. Religious institutions may have access to communities who don't participate in other services or programs 	
Affordable housing sites	Low income
<ul style="list-style-type: none"> • Connect and partner with the affordable housing site manager or coordinator. They often run leadership programs, committees, and meetings with residents. <ul style="list-style-type: none"> • If you are unaware of what affordable housing sites exist in your community, look at the Affordable Housing Map and Benefits Calculator • Consider hiring residents who live in the affordable housing sites located in the project area and who will benefit from the project 	
Unions	Construction roles
<ul style="list-style-type: none"> • For construction and installation needs, consider connecting with local unions 	

Outreach and Recruitment

Outreach strategies will help potential applicants learn about your job position and help you develop a list of qualified candidates. It's recommended to use both online and on-the-ground outreach strategies to reach different audiences.

You may want to consider additional costs associated with recruitment and hiring, such as fees for job boards, recruitment activities, and staff time spent conducting hiring.



Strategies that have a **(\$)** in their description may require additional costs or fees.

On-the-Ground Strategies

While many communications have transitioned to online platforms, to be inclusive and reach potential candidates who are not as active online, you may want to include some on-the-ground, in-person strategies. For example, if you go where the community is or where they tend to go, it may be easier to ensure the job position goes to someone living or working in the community.

See below for some strategies to consider:

Physical flyers at an organization's site: Ask to post a flyer for the job opportunity at their site. This may be on a community bulletin board, placed alongside other resources and brochures, posted on a wall or window, or near a front desk or counter.

In-person presentation or announcement: Ask to make a short presentation or announcement during a regular meeting, class or lunch period, or an upcoming event. This could be a project team member making this presentation or providing information to the organization's contact to make the announcement for you.

It may be helpful to bring physical copies of a flyer or the job posting and share contact information for people to reach out to following the announcement.

Strategies continued

Pop-up outreach events: Share information about the job position during planned outreach or engagement events or activities for the project. You may be able to recruit people curious about or already interested in the project through this approach.

In-person career or job fairs: Join an in-person job or career fair where you can speak directly to potential applicants and share information about the opportunity. **(\$)**

Local newspaper or radio: Include an ad or announcement in the local newspaper or radio. **(\$)**

Online Strategies

Online strategies can help you reach out to potential candidates who are unaware of your organization and project. It may be harder to focus on local applicants using online strategies. Still, it may expand your reach beyond your usual communication channels, depending on how you approach it.

Organization's website and network: Add the job opportunity to your organization's website and share it with associated members in your network through existing newsletters or contact lists

Ask your organization's staff to share the opportunity with people they think are qualified or within their network

Social media channels: Share the job opportunity on your organization's social media accounts. This can include Facebook, Instagram, Twitter, LinkedIn.

Online job boards or job search sites: Post your job position on online job boards. Also, consider using local job boards focused on your specific region or city or job boards focused on specific sectors or groups. **(\$)**

Some of these sites may charge a fee to include your job posting, while some may be free to add new job listings.

Some examples of popular job search sites include Idealist, Indeed, Glassdoor, LinkedIn, and Monster.

Virtual career or job fairs: Attend virtual career or job fairs to reach job seekers looking for new opportunities. Like in-person career and job fairs, you can speak directly to potential applicants and share information about the opportunity in a virtual format. **(\$)**

Strategies continued

Professional networks or listservs: Share the job position with professional networks whose members may be interested. (\$)

Consider chapters or groups that are locally based first and then expand to more state-wide or nationally focused groups.

Examples of professional networks include American Planning Association, Young Transportation Professionals, and Institute of Electrical and Electronics Engineers.

Partner organization's online communications: Ask partnering organizations to share with their members, to advertise the opening in their newsletters, or social media accounts

Local CBOs: Consider both CBOs that have a similar mission or vision aligned with your organization or project in addition to tangentially related CBOs that are close to the project area.

Local educational institutions: Ask teachers, guidance or academic counselors, and other staff if they can share the opportunity with students through an email to their class or through a department listserv

Many higher education institutions use **HandShake**, an online platform for connecting college students with jobs and internships. This may be a good strategy if you hire several positions geared toward college students or recent graduates. (\$)