

# Target Your Recruitment



Where to Look/Post Job	Type of Worker/Target Population	Benefits of Targeted Worker Pool
Career Centers, Youth Centers	New workers, career changers, displaced workers, traditionally underserved	Likely comes with hiring incentives
Craigs List	Hands-on and mechanically inclined semi-professionals and new workers. Includes boatyard workers, drivers, mechanics, part-time help who are not likely marine specific	Ready to work people who can be trained on the job
Local Paper or Local Publications	Local people, generally 50 or older who still read the paper. Mature people looking for a job that will make them happy	Already have some kind of transferrable skills
Indeed	Millennial and Gen X non-trade or degreed professionals	Mid or better level professional with a good amount of time left before retirement
Trade Publications	Industry specific trade professionals	Experience and/or familiarity with multiple aspects of that industry
Regional Marine Trades Association or Chamber networking Events	Professionals who are confident in in their skills and generally seeking to connect with like-minded people and find growth opportunity	All skill levels, various skill sets, growth mindsets
Your Customer Newsletter	Adults who love the water and your business as well as their children and grandchildren	Familiar with the working environment and boats, affinity for the water, basic understanding of type of jobs at your facility
Career Centers at area colleges and other post-secondary training (marine and Non-marine)	Students, recent graduates, alumni, instructors. Depending on how you engage these students or schools, parents of the students can be a target group	Typically a younger group with, at least, some skills and professionalism; great candidates for On the Job Training
Specific nonprofits doing workforce development in the area	Traditionally underserved people including Veterans, limited English Speaking, BIPOC, previously incarcerated, etc	Eager to work, training resources and/or customized training can be administered by the non-profit; they also qualify for On the Job training funds
Guidance Counselors or Internship/Work Experience Coordinators at High Schools	Summer workers, interns, recent graduates and potentially their parents	Completely trainable, lower wage demand, "grow your own" talent
Community and/or School Groups & Clubs - such as Outdoor, Fishing, Eagle Scouts, etc	People attracted to outdoor activities, water-based recreation, or other club oriented content	Familiar and comfort working outdoors, applicable transferable skills, passionate about environment