



# WORKFORCE MARKETING

KEY INSIGHTS TO FILL AND  
RETAIN OPEN POSITIONS IN  
TODAY'S JOB MARKET



RESOLUTE

Survey Property of Resolute PR, LLC



# BOLD & PURPOSEFUL

## ABOUT RESOLUTE

**RESOLUTE IS AN INTEGRATED AGENCY DELIVERING  
BOLD AND PURPOSEFUL BRANDING AND MARKETING STRATEGIES.**

We invest in our clients, create brand partnerships and develop targeted strategies.  
Your Challenges. Your Goals. Together, we can be Resolute in achieving success.

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### CERTIFICATIONS

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# WORKFORCE MARKETING

- WORKFORCE RECRUITMENT CAMPAIGNS
- INTERNAL BRANDING & CULTURE AUDITS
- INTERNAL COMMUNICATIONS STRATEGIES
- LEADERSHIP CHANGE MANAGEMENT





**LET'S GET TO  
THE DATA**



# STUDY PURPOSE AND METHODOLOGY



## KEY WORKFORCE INSIGHTS

This study was designed to explore the Oklahoma workforce status quo and assist in the expansion and recruitment of the future Oklahoma workforce through both workforce “product” and marketing changes.

- 505 online surveys of Oklahoma workers
- Ages ranged from 18-75
- 50% Male and 50% Female
- Maximum income of \$100,000

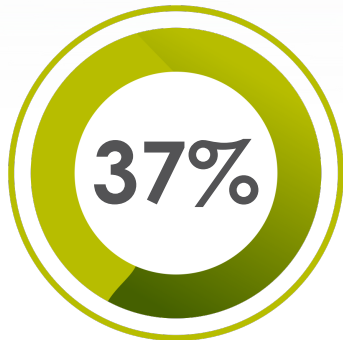
# DEMOGRAPHICS



4-year college degree



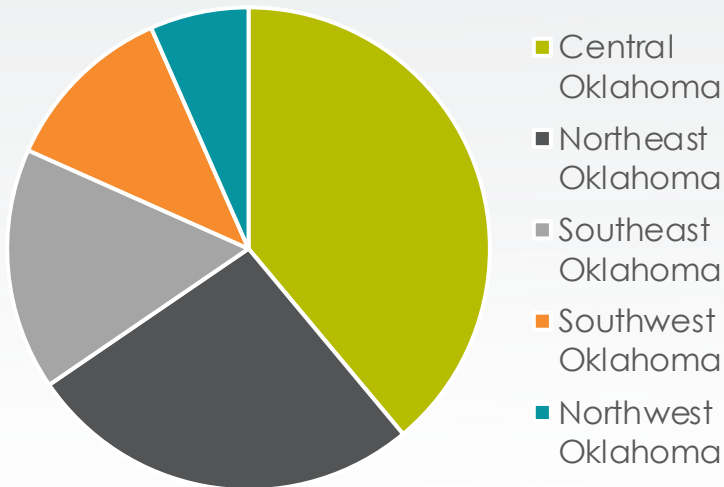
married



children living at home



# LOCATION



## KEY INSIGHT

While most of the sample lived in a traditional home or apartment, about 16% of the sample lived with parents, a group home, or identified as homeless.

38% of males aged 25-34 were living with parents, which is supported by national survey data highlighting this phenomena. A high percentage of the male/ 25-34 group is underemployed.

# KEY INSIGHT



## **BARRIERS TO THE ABILITY TO WORK**

When marketing open positions, it's important to consider what might influence a job seeker's ability to work.



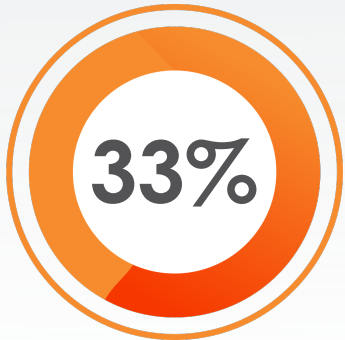
# WHERE ARE THE PEOPLE?



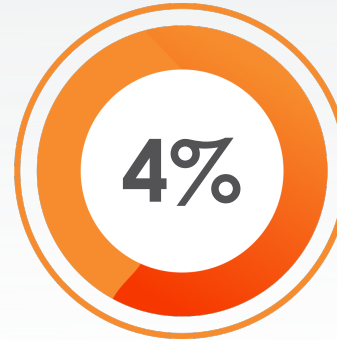
looking for  
remote work



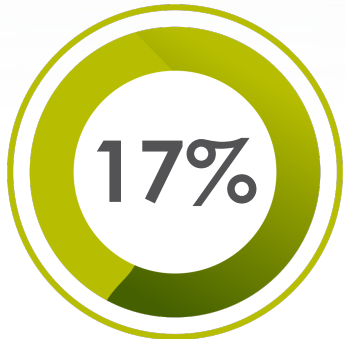
looking for a job that  
accommodates  
disability



looking for a more  
flexible schedule



overqualified for  
the jobs seen

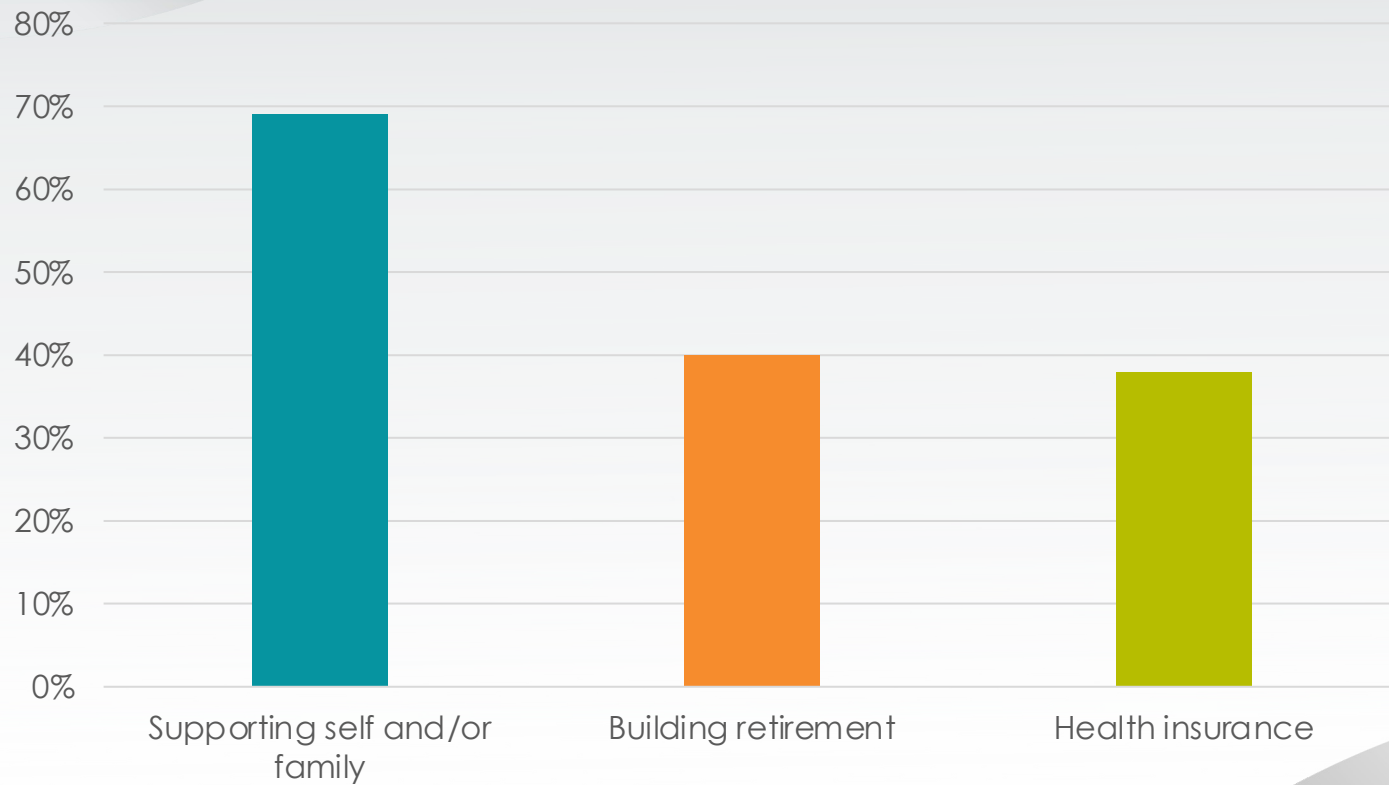


haven't seen a job  
they're qualified for,  
are interested in or  
that meets pay  
needs



savings allow for job  
selectivity

# TOP REASONS TO WORK





# KEY INSIGHT



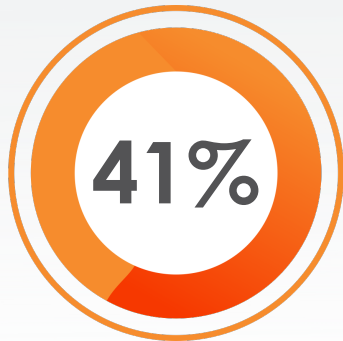
## PEOPLE BURNOUT

In terms of types of work conducted, the most preferred was office, management and farming work. The biggest deficit between the current mix and preferred job mix was a desire for fewer people-interface jobs. This was also seen in open-ended comments.

# CUSTOMER FATIGUE



worked in human interface in  
their most recent role



of those employed worked in retail  
trade, hospitality, or health care



want a role in which  
they mostly interact  
face-to-face



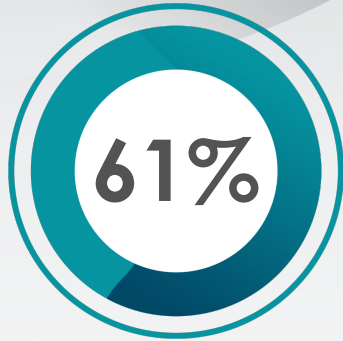
# KEY INSIGHT



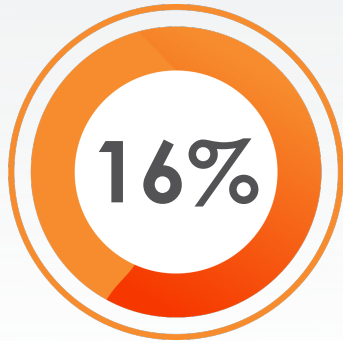
## **WOMEN IN THE WORKFORCE**

Women in the sample were less likely to be employed - in part because of caregiving roles.

# A DESIRE FOR BALANCE



cited caregiving as the #1 reason for not seeking work. This could be everything from young children to aging parents, both of which take considerable time and energy to manage



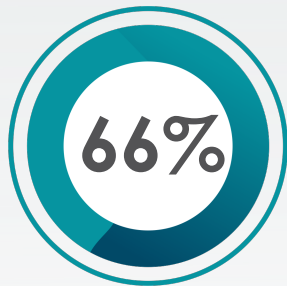
reported the cost of work, primarily childcare and transportation, was too high



said they'd love the option to work from home at times

# CHANGE PERCEPTION

The following were listed as important factors to women when considering applying to a traditionally male job.



Fair pay, training,  
advancement, etc. policies



Excellent workplace  
harassment related policies



Thoughtful amenities  
(cleanliness, foods, etc.)

# KEY INSIGHT



## **A NEED FOR GREATER STABILITY IN OUTDOOR WORK**

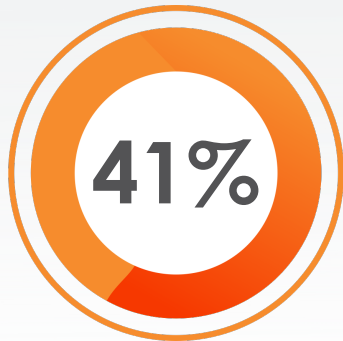
If your employees are doing outdoor work, like construction or welding, they might be echoing the thoughts of our survey respondents. When asked what would make this work more attractive, they said that the pay is inconsistent during inclement weather.



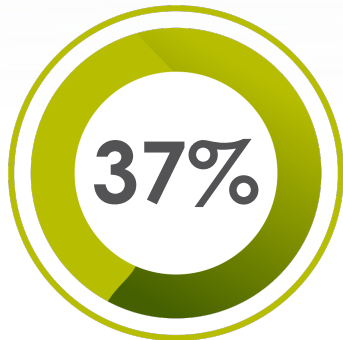
# IMPROVE OUTDOOR WORK



requested bonus options during inclement weather



want assistance for personal needs (clothing, gear, etc.)



need shorter hours during poor weather

# KEY INSIGHT



## **JOB CULTURE IS KEY TO THE DECISION**

53% said they desire a culture of respect, appreciation and positive attitude. In fact, there seemed to be an underlying tone of uncertainty as to how or why some people get promoted – and others don't.

# TRUST AND TRANSPARENCY ARE KEY



said they want a “no questions asked”  
personal day per month



want a job with low risk of layoff



want regularly scheduled  
performance reviews because they  
saw those as linked to opportunities  
for bonuses.

# KEY INSIGHT



## COMMUNICATION IS KEY

Even the slightest hint that things might be unstable could be enough to get an employee looking for what else might be out there. But getting ahead of difficult times with an attitude of transparency builds trust and loyalty.

According to [peoplekeep.com](http://peoplekeep.com), the average cost to replace an employee could be 1-2 times their annual salary or \$1,500 for an hourly employee.

Focusing 100% of your efforts on attraction will hurt you in retention.



# LEAD WITH WHAT MATTERS

## ATTRACTIVE FEATURES OF A JOB AMONG THOSE UNEMPLOYED

PERIODIC PERFORMANCE/  
EFFORT BONUSES

51%

"NO QUESTIONS ASKED"  
PERSONAL DAY/MO

45%

ABILITY TO WORK AT  
HOME AT TIMES

44%

LIMITED OUT-OF-TOWN  
WORK REQUIRED

40%

MENTOR FOR FIRST  
FEW DAYS OF WORK

35%

LIMITED OVERTIME  
REQUIREMENT

34%

FREE COLLEGE  
COURSES (1-2)/YEAR

30%

LIFE SKILLS COURSES  
(FINANCIAL, SUCCESS, ETC)

29%

SKILL OR COLLEGE DEGREE  
PROGRAM OPPORTUNITY

29%

36-HR/WK (ONE MORNING/  
AFTERNOON OFF)

28%

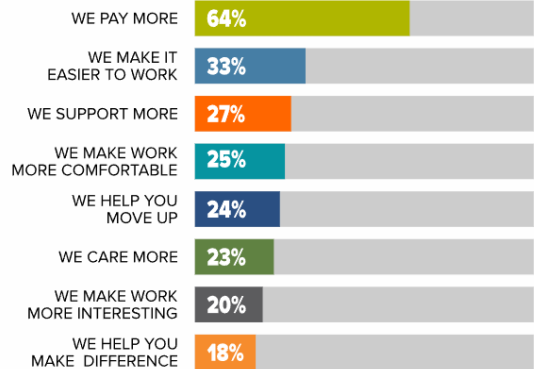
## GET CREATIVE

Think strategically about what benefits really **add value** to potential and current employees in your target market. Make sure those perks are highlighted in your workforce marketing materials, like:

- Job descriptions
- Printed materials
- Application pages
- And advertisements

# WRITE WINNING JOB DESCRIPTIONS

## MESSAGING MATTERS



### BE CONCISE

Write direct, clear copy that defines expectations for the position.

### SHOWCASE THE PERKS

Highlight how your company cares for employees.

### KEEP YOUR AUDIENCE IN MIND

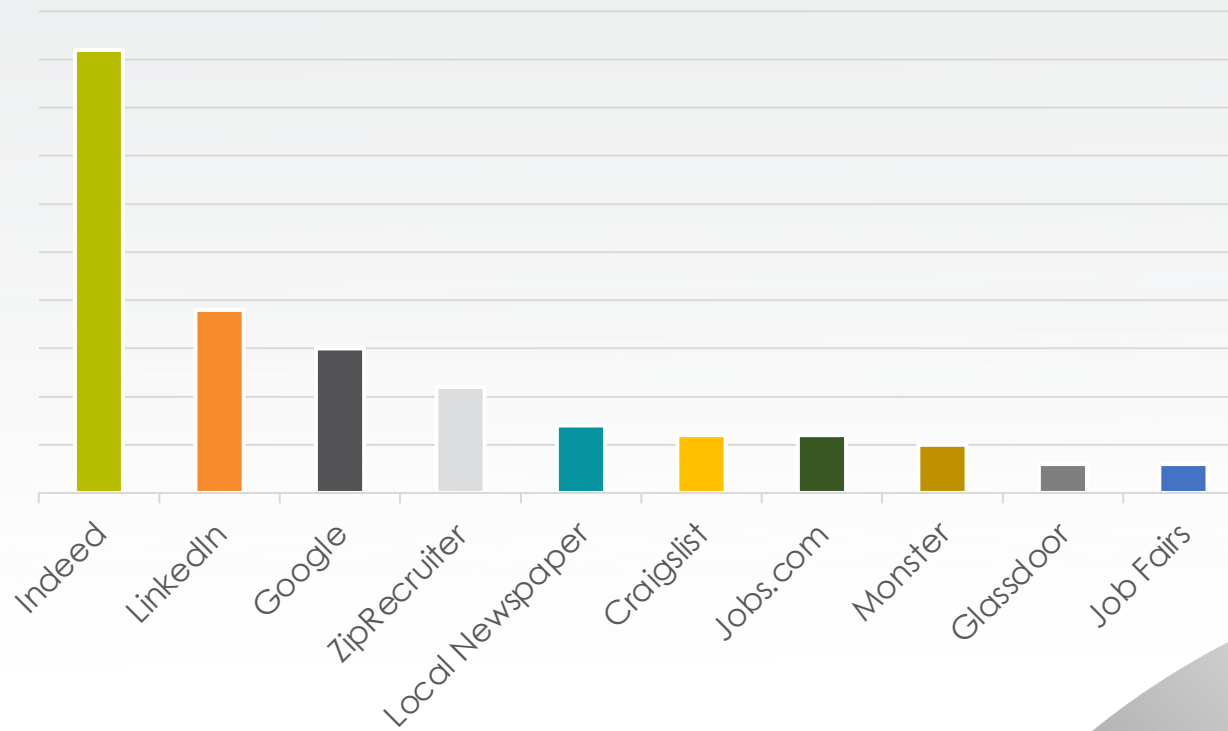
Emphasize features that add value to your target audience.

### BE INCLUSIVE

Research shows job seekers prefer gender neutral terms and inclusive descriptors.

# THE END OF JOB FAIRS?

Most common sources for job search



# KEY INSIGHT



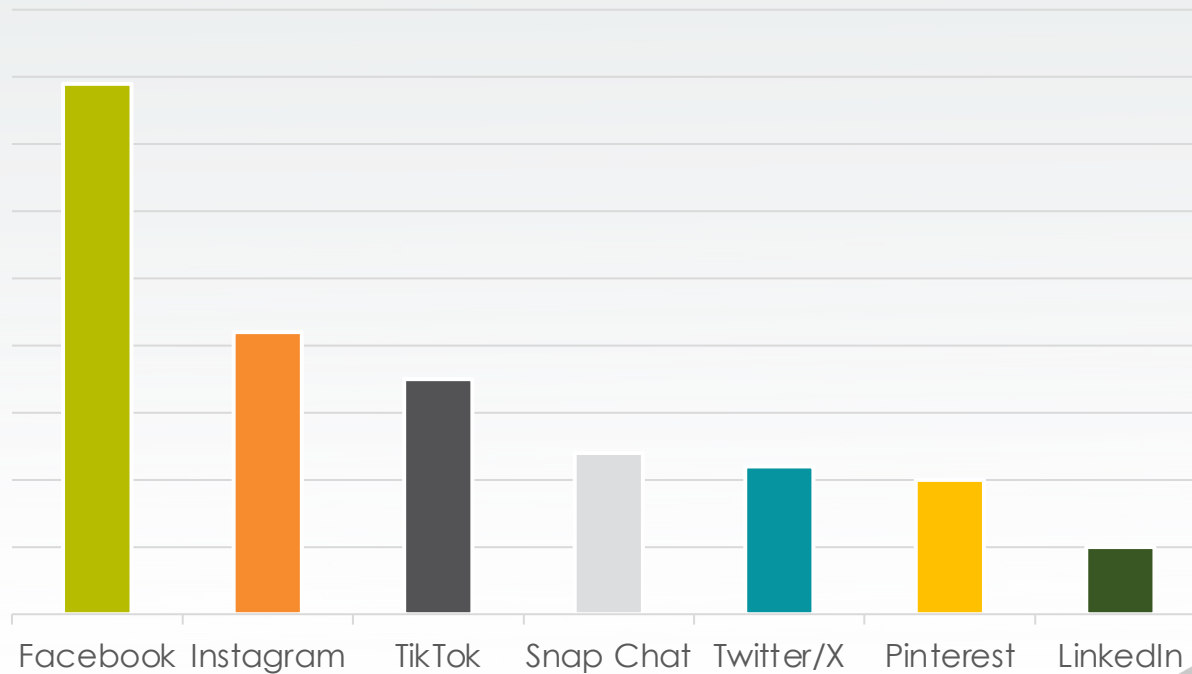
## **NOT EVERYONE IS LOOKING**

Relying solely on active job searchers means you're missing out on a more passive audience. By actively marketing to potential employees, you can reach those who are ripe to make a change.



# MARKET TO THE TALENT

Most commonly used social media  
among respondents




# A BRIEF CASE STUDY: Tulsa Ports

Port Industry Careers - Tulsa

tulsaports.com/c...

Live Feed | Osage N... | shark | Our Team | Resolut...



## FIND YOUR FUTURE

Join Our Growing Workforce

"\*" indicates required fields

Name \*

First

Last

Address

Street Address

Address Line 2

City

State / Province / Region

ZIP / Postal Code



"This job has given me more than just a way to make a living; it's given me a sense of purpose. I have so much pride in the incredible amount of hard work and detail that goes into my job."

**BETTY ARELLANO**

Welder, Kelvion



ABOUT TULSA PORTS ▾

LOCATE HERE ▾

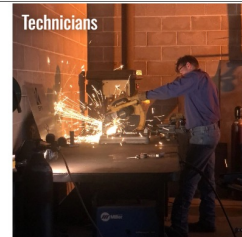
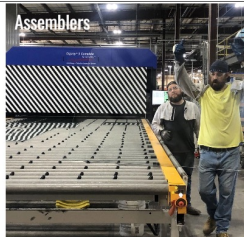
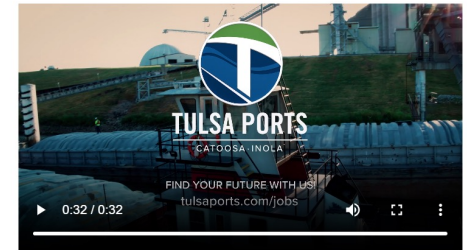
CAREERS & EDUCATION ▾

SHIPPING


SAFETY & OPERATIONS ▾

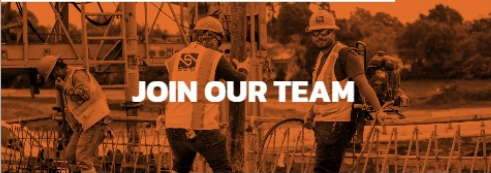
## These are the Jobs You Want

The Tulsa Port of Catoosa is proud to be a resource for excellent employment opportunities for the state of Oklahoma. The companies located here are looking for skilled, educated candidates seeking a quality job. Nearly 3,000 workers across 70 companies are currently located within the 2,000-acre industrial park at the Tulsa Port of Catoosa.



# A BRIEF CASE STUDY: Sherwood Companies

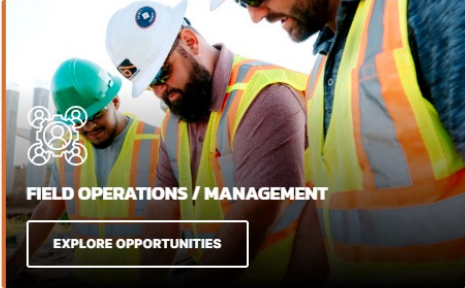
 **SHERWOOD  
COMPANIES**




**JOIN OUR TEAM**

At Sherwood Companies, we are proud to be a leading employer in the Midwest. To explore all available job opportunities, click here.

[EXPLORE ALL OPPORTUNITIES >](#)



**FIELD OPERATIONS / MANAGEMENT**

[EXPLORE OPPORTUNITIES](#)

We are proud to have been named one of the best places to work in Oklahoma. Come join our team. We think you'll agree.



# THANK YOU!



## GET MORE INSIGHTS

Sign up for the Resolute Workforce Marketing Newsletter to get the latest data and tips to recruit and retain a talented workforce.



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