



EMPLOYER SERVICES



HIGH SCHOOL JOB COACHES

& How they are helping local seniors

The Evolution of Job Descriptions:

Writing Roles for the Future

ATTRACTING TOP TALENT

Insights and Support from our Recruitment Coordinator





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Empowering our local workforce.

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A person is sitting at a wooden desk, writing in a lined notebook with a blue pen. To their right is a silver laptop. The laptop screen displays a presentation slide with the title "The Evolution of Job Descriptions" and the subtitle "Writing Roles for the Future". The person is also holding a smartphone in their left hand, which shows a landscape image. The scene is brightly lit, suggesting an office or study environment.

The Evolution of Job Descriptions

Writing Roles for the Future

In today's fast-paced world, job descriptions are changing to keep up with the evolving nature of work. The old formats that focused solely on tasks are being replaced with more dynamic and flexible descriptions. These new approaches give employees room to grow and adapt as industries shift, technology advances, and businesses continue to evolve. If companies want to attract and retain top talent, they need to rethink how they define roles.

Here's how job descriptions are being transformed to reflect today's work environment and how businesses can embrace this change to stay competitive.

Moving Beyond Task Lists

In the past, job descriptions often consisted of a long list of tasks that left little room for flexibility. These narrow descriptions could limit both the role and the employee, making it harder to innovate and grow. Today's job descriptions are becoming more open-ended, focusing on essential skills and core responsibilities rather than listing every specific duty.

For example, instead of saying, "Manages company social media accounts," a more modern approach might say, "Develops and executes digital marketing strategies, leveraging current and emerging platforms to enhance brand visibility." This broader wording gives employees the freedom to adapt as new platforms emerge or the company's marketing goals shift.

Emphasizing Skills and Competencies

As industries become more specialized and fast-changing, employers are moving away from listing every task in favor of highlighting the key skills and competencies needed for success. This makes it easier to adjust the role as new technologies or business needs arise.

For example, instead of a project manager role being focused on daily duties, it could emphasize problem-solving, leadership, and communication skills. These competencies can be applied to various projects, allowing employees to be more versatile and innovative.





Encouraging a Growth Mindset

Job descriptions today are also tools for promoting a growth mindset. Instead of narrowly defining what an employee should do, companies are leaving room for their team members to shape their own roles. This encourages continuous professional development and helps employees grow with the company.

For instance, a more forward-thinking job description might include phrases like, “Continuously seeks opportunities for professional growth and development within the company” or “Contributes to the evolution of processes and systems.” This approach empowers employees to take ownership of their development and be active participants in shaping the company’s future.

Adaptable Roles in an Agile Workforce

As the workforce becomes more project-based, job descriptions are following suit. Companies are increasingly defining roles that encourage collaboration across departments and allow employees to take on new challenges as business needs change.

For example, instead of a narrowly focused IT support role, a more adaptable description might say, “Collaborates with various department teams to identify and implement technology solutions that improve efficiency.” This flexibility makes it easier for employees to shift focus based on evolving company priorities.

The nature of work is changing, and job descriptions must evolve with it. By focusing on flexibility, skills, and growth, Allen County businesses can stand out in a competitive hiring landscape and create roles that not only attract top talent but also allow employees to thrive in an ever-changing environment.

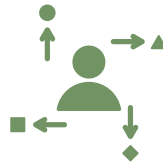
Writing Roles for the Future: Best Practices

To create job descriptions that reflect the changing nature of work, businesses should focus on a few key principles:



Skills-Centric:

Highlight essential skills and competencies rather than a list of tasks, allowing the role to evolve as needed.



Flexibility:

Write adaptable descriptions that leave room for growth. Avoid overly specific language that could limit the role's scope.



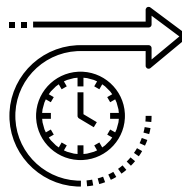
Encouraging Innovation:

Frame roles in a way that inspires employees to innovate and take charge of their professional growth.



Cross-Functionality:

Design roles that encourage collaboration across departments and support an agile workforce.



Future-Focused:

Keep an eye on emerging trends and technologies when writing job descriptions to ensure the role stays relevant.

TIP:
You can utilize AI to assist you in rewriting any job descriptions you have,

Before using AI for rewriting, clearly outline essential responsibilities, qualifications, and skills. This ensures AI can enhance clarity and tone without deleting important details.

Examples of Dynamic Job Descriptions

Here are some examples of how businesses are evolving job descriptions to better reflect the future of work:



Customer Experience Manager

Old Description: Oversees customer service and manages customer support teams.

New Description: Leads the development and implementation of strategies that enhance customer satisfaction and loyalty. Collaborates with sales, marketing, and product teams to design seamless customer experiences across all touchpoints.

Data Analyst

Old Description: Collects, analyzes, and reports on data to inform business decisions.

New Description: Utilizes advanced data analytics techniques to uncover insights that drive strategic decision-making. Continuously explores emerging data technologies to optimize analysis and reporting processes.



Marketing Specialist

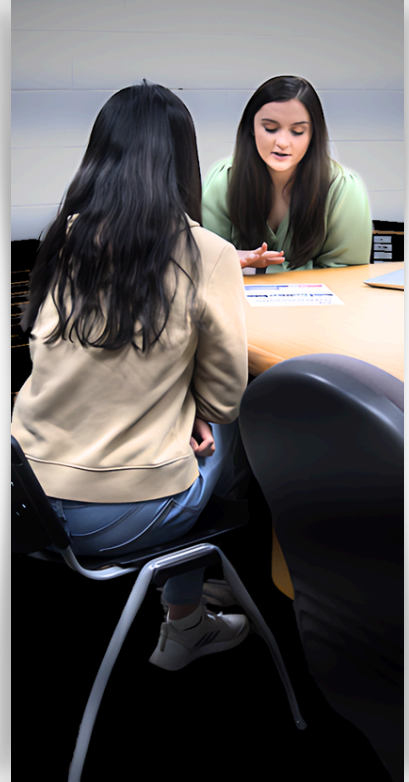
Old Description: Creates marketing campaigns and manages content distribution.

New Description: Develops and implements multi-channel marketing strategies that drive engagement and conversion. Stays ahead of industry trends, leveraging new tools and techniques to optimize campaign performance.

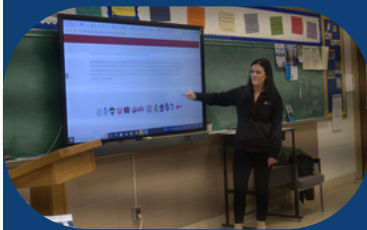
OMJ High School Job Coaches

The 2024-2025 school year marks the seventh year of OhioMeansJobs High School Job Coaches being present at local high schools.

In September, the OhioMeansJobs Allen County's high school job coaches returned to local schools, enthusiastic about helping students prepare for their careers. These dedicated coaches work closely with students, providing guidance in career exploration, job search strategies, and essential soft skills that will lead to their success in the workforce.



What do Job Coaches help with?



Career Exploration:

Job coaches help students explore various career paths and identify potential job opportunities based on their interests and skills.

Resume Building & Interviews

Work Readiness:

From developing communication and teamwork skills to understanding workplace expectations.

Job Placement

Assistance:

The coaches also connect students with part-time and full-time job opportunities, internships, and apprenticeships to help them gain real-world experience before graduation.

The program helps build connections between students and local employers, creating opportunities for internships, job shadowing, and even part-time employment. These real-world

experiences are instrumental in helping students apply what they've learned in a practical setting, boosting their confidence and readiness for life after graduation.



The high school seniors will be invited to OhioMeansJobs Allen County's 4th Annual Spring Career Fair this year to network with local employers. This event will provide a one-of-a-kind opportunity for students to explore various career paths and gain valuable insights into the professional world. Stay tuned for more information on how to get involved!

ATTRACTING TOP TALENT

Insights and Support from Our Recruitment Coordinator, Trent Wise



In a recent discussion with Trent Wise, Recruitment Coordinator at OhioMeansJobs Allen County, we explored strategies for attracting and retaining top talent in today's competitive job market. Candidates today are looking for more than just competitive salaries—they're increasingly prioritizing company culture, opportunities for growth, and work-life balance. Here are some key strategies to help your organization stand out.

Attracting Top Talent: Standing Out in a Competitive Landscape

To secure the best candidates, organizations need to broaden their focus beyond compensation. Trent shared several practical strategies to help employers differentiate themselves:

Enhance Your Employer Brand

Showcasing what makes your company unique is essential. Whether it's your commitment to employee development or a robust career advancement program, make sure these elements are clearly communicated through job descriptions and marketing materials. As Trent explained, "Creating a company culture that prioritizes employee success through mentorship, leadership training, and professional development is crucial for attracting top talent. A strong employer brand will significantly enhance your ability to attract the right candidates."

Leverage Diverse Recruitment Channels

Expanding your recruitment efforts across multiple platforms—such as local job boards, community partnerships, career fairs, and social media—helps increase visibility and reach a diverse candidate pool. A strong online presence is also key. "An engaging and efficient recruitment process is vital. Ensure your company website is user-friendly, with a careers page that clearly outlines current openings and application processes," said Trent. "A streamlined hiring process will maximize your chances of attracting quality candidates."

Offer Competitive Benefits

Beyond salaries, it's important to offer benefits that address the evolving needs of today's workforce, such as flexible work arrangements, wellness programs, and professional development opportunities. Trent emphasized the importance of transparency, stating, "In a competitive market, job descriptions that clearly highlight salary and benefits receive, on average, 30% more applications. Health insurance, paid time off, flexible scheduling, and tuition reimbursement are top priorities for job seekers."

Retention Strategies: Keeping Your Best Talent

Attracting top talent is just the first step; retaining them is equally important. High turnover can be costly, so investing in retention strategies is essential. Here are Trent's recommendations for keeping employees engaged and committed:

Foster a Positive Work Environment

Cultivating a workplace where employees feel valued and motivated is key. Encouraging open communication, recognizing achievements, and creating opportunities for employees to share their ideas all contribute to a positive work environment. "Recognition and reward programs can help foster loyalty and improve morale," Trent noted. "Creating an inclusive, engaging workplace culture will go a long way toward retaining employees."

Provide Career Development Opportunities

Employees are more likely to stay with organizations that invest in their growth. Offering tailored training programs and clear pathways for advancement helps keep employees engaged. Trent suggested, "Start with a comprehensive onboarding process that makes employees feel valued from day one. Prioritize regular feedback to keep employees on track with their professional goals, which increases job satisfaction."

Prioritize Work-Life Balance

With employee burnout on the rise, work-life balance is more important than ever. Flexible scheduling and promoting a culture that values personal time can help prevent turnover. Supporting employees in achieving a healthy balance between work and personal life will boost retention in the long run.

Utilize OhioMeansJobs Allen County

OhioMeansJobs Allen County offers valuable resources for local employers. "Leverage the exceptional services we offer," Trent said. "We can assist with recruitment efforts by producing recruitment videos, posting job openings, and more. Whether you have one open position or several, we have the tools to help you fill those vacancies."

By incorporating these strategies, your organization can effectively attract and retain the top talent needed to thrive in today's dynamic workforce!



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Student **EMPL** **YEE** OF THE MONTH

UPDATE



July - Student Employee of the Month

Ethan Reed

School: Apollo Career Center

Employer: Washam Plumbing, Heating & Air Conditioning

Role: HVAC

Ethan started his career at Washam Plumbing, Heating & Air Conditioning in June 2023 while still in high school. Balancing his academic and professional commitments, he excelled in his HVAC courses at Apollo, earning four industry certifications. This solid foundation enabled him to transition seamlessly into a full-time role as a general apprentice, a position he now thrives in.





August - Student Employee of the Month

Joe Mosley

School: Bath High School

Employer: GROB

Role: Apprentice

Joe, who graduated from Bath High School this past school year, is now excelling in the GROB Apprenticeship program. Joe's journey from high school to a promising career path in manufacturing exemplifies the success that comes from hard work, planning, and determination. His participation in the GROB Apprenticeship program highlights his commitment to developing his skills and knowledge in the field.



September - Student Employee of the Month

Landen Poling

School: Allen East High School

Employer: Spallinger Millwright

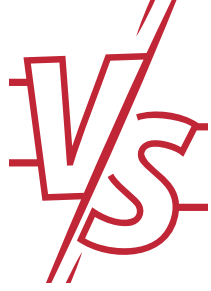
Role: Millwright Apprentice

Landen graduated from Allen East High School and spent the summer as a Millwright Apprentice at Spallinger Millwright Services, where he excels in his role and is obtaining welding certificates needed for the trade. His outstanding performance reflects his focus on career readiness, and he's a shining example of the positive impact of combining education with hands-on work experience.



The "Student Employee of the Month" will air on the first Wednesday of the month on Your Hometown Stations, on FOX Lima at 5PM and Your News Now at 6PM.

Stock Images



Actual Images

WHICH IS BETTER FOR YOUR HIRING EFFORTS?

In today's competitive hiring landscape, companies are constantly looking for ways to stand out and attract top talent. One key element of any recruitment strategy is the imagery used to promote your job openings. Imagery can make a strong first impression, whether on your website, social media, or job postings. But when it comes to choosing between stock imagery and actual photos of your team and workplace, which is more effective?

Let's explore the pros and cons of each approach and how they can impact your recruitment efforts.

Stock Images

Stock imagery is readily available, often affordable, and can be easily tailored to fit a company's branding and messaging. When used correctly, it can give your recruitment materials a polished and professional look.

Benefits:

Convenience: Stock images can be purchased and downloaded instantly. There's no need to schedule a photo shoot or worry about organizing staff for the day.

Variety: With thousands of images available, you can find stock photos to fit almost any scenario or industry. Whether you need a professional office setting or a collaborative team photo, stock imagery offers diverse options.

Cost-Effective: For smaller companies or those on a tight budget, stock images can be a cost-effective solution compared to hiring a photographer and setting up a shoot.

Drawbacks:

Lack of Authenticity: While stock images can be high quality, they often lack the authenticity that candidates seek when researching a potential employer. Job seekers want to see what working at your company actually looks like—not a generic office scene with models.

Overuse: Many stock images are used by multiple companies, making it harder for your recruitment materials to stand out. If a job seeker sees the same image on several different job postings, it could dilute your message.

Limited Connection: Stock images don't showcase the real people, culture, or environment that potential candidates will encounter at your company, which could result in a disconnect between expectations and reality.

Actual Images

Using real photos of your team and company can have a powerful impact on your recruitment efforts. Authentic imagery allows job seekers to connect with your brand giving them a true sense of what it's like to work for your company.

Benefits:

Authenticity: Real photos offer a behind-the-scenes look at your company's culture, work environment, and team members. Candidates get a genuine feel for what it's like to work there, which helps build trust and transparency.

Showcase Company Culture: Photos of team events, collaboration, or even a simple day in the office can highlight your company's values and personality. It's a great way to show off what makes your workplace unique.

Personal Connection: Using images of employees helps humanize your recruitment efforts. Candidates can imagine themselves working alongside these people, which can increase interest.

Drawbacks:

Time-Consuming: Setting up a photo shoot, coordinating schedules, and getting the perfect shots can take time. It may not always be the most efficient option, especially if you need images quickly.

Cost: Hiring a professional photographer, staging the shoot, and editing photos can be costly, particularly for smaller businesses. However, the long-term value of authentic imagery often outweighs the upfront cost.

Limited Versatility: Unlike stock imagery, real photos are specific to your company. While this is a major advantage for authenticity, it can limit the versatility of the images across different platforms or campaigns.

Combining both stock and actual imagery often strikes the perfect balance. Stock images are great for quick, generic content, while real photos are invaluable for showcasing your unique workplace culture authentically. By integrating both types strategically, companies can create recruitment materials that not only look professional but also resonate with prospective employees, offering them a genuine preview of what it's like to be part of your team.

Examples of When to Use Stock Images:

- Stock imagery is ideal for conveying generic messages and maintaining brand consistency across various platforms.
- For small businesses or those with limited resources, stock images offer a cost-effective way to achieve a professional look.
- When time is of the essence, stock images provide a convenient solution without the need for a custom photo shoot.

Examples of When to Use Actual Images:

- To authentically represent your company's culture, diversity, and work environment, real photos resonate more with potential candidates.
- Capture team-building events, company celebrations, or everyday office interactions to provide a genuine glimpse into your organization.
- Investing in professional photos of your team and office can yield high-quality assets for recruitment, social media, and your careers page.

Need Assistance? If budget constraints are a concern, OhioMeansJobs Allen County can capture images for your recruitment efforts. Contact Tessa Laing at Tessa.Laing@jfs.ohio.gov or call 419-999-0233 for more information.





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