



MEMORANDUM
DHR No. 30-2006

DATE: October 30, 2006

TO: Department Heads
Personnel Officers

FROM: Philip A. Ginsburg
Human Resources Director

A handwritten signature in black ink, appearing to read "Philip A. Ginsburg".

SUBJECT: New Recruitment Services Announcement

One important goal of our Civil Service Reform initiative has been to establish a more dynamic, integrated recruitment program to serve all departments in the City. Recruitment will become increasingly important given the significant number of retirements in the coming years and vigorous competition with other jurisdictions and the private sector to hire the next generation of qualified City employees.

I am pleased to announce that DHR now provides a number of new services, coordinated by our Recruiting Program Manager, Lillie Ellison:

Integrated Recruitment Advertising

One of the interesting findings of our survey and other research was the need for an integrated recruitment advertising program. With regard to the internet, we found that departments most frequently advertised with Monster, Hotjobs and Craigslist, but these efforts were costly because single jobs were posted at premium rates. Bundling these requests could reduce costs dramatically, but discounts were seldom realized.

In the case of print advertising, the San Francisco Chronicle submitted a report to DHR that listed recruitment ads from fifteen City departments in 2005 totaling over \$82,000. The Chronicle confirmed that City departments could have saved a significant amount on advertisement over the years by consolidating ads between departments.

It is a pleasure to report that we now have an integrated advertising program which consolidates four major advertising sources: San Francisco Chronicle's SFGate.com, Monster, Hotjobs and Craigslist. This program is expected to save the City over \$500,000 in recruitment advertisement dollars over a five year period.

Here's how the program works.

Free advertising on SFGate

SFGate.com is the San Francisco Chronicle's on-line employment website which is accessed by 6.5 million users each month. CCSF will have our own employer profile page and departments will be listed under the same banner. This service is free to all departments and there is no limit to the number of job postings. The \$21,600 cost per year is funded by DHR as a service to our customers.

How to Use SFGate

If your job opening is already listed under Permanent Jobs at www.sfgov.org/dhr, it will be automatically added to SFGate. You will have an option not to have other types of appointments posted on SFGate.

Discounted Advertisement on Monster, Hotjobs and Craigslist

Monster, Hotjobs and Craigslist are the three largest and most widely used employment websites for both active and passive job seekers. DHR has set-up three blanket purchase orders with City approved vendors who will place these ads on your behalf. The appropriate vendor will send invoices directly to departments for the number of job postings used. This service will help City departments:

- Save up to 79% on Monster and Hotjobs
- Triple job posting circulation
- Target recruits for hard-to-fill positions

How to Post Discounted Ads on Monster, Hotjobs and Craigslist

For the **Monster** employment website, contact Dunlin Advertisement at 650-367-1474, or email to Christina@dulin.com and provide (a) the City's Monster BPO # BPRD07000010, (b) Purchase Order number from your department (c) a copy of job posting and your contact information. Dunlin will bill each department \$128.25 for each Monster job posting. The regular cost for a Monster posting is \$395.00. This saves your department \$266.75 per posting.

For the **HotJobs** employment website, contact Advance Recruitment Services at 650-261-1060, or email vince@advancerecruitment.com and (a) provide the City's Hotjobs BPO # BPRD 7000011, (b) Purchase Order number from your department (c) a copy of job posting and your contact information. Advance Recruitment will bill each department \$75.00 for each Hotjobs job posting. The regular cost for Hotjobs is \$349.00. This saves your department \$274.00 per posting.

For the **Craigslist** employment website, contact Advance Recruitment Services at 650-261-1060, or email vince@advancerecruitment.com and (a) provide the City's Craigslist BPO # BPRD 7000012, (b) Purchase Order number from your department (c) a copy of job posting and your contact information. Advance Recruitment will bill each department \$60.00 for each Craigslist job posting. The regular cost for Craigslist is \$75.00. This saves your department \$15.00 per posting.

If the job posting is to be deleted before the time period has expired, please inform the vendor and the job posting will be removed.

Recruitment Consulting Services

For recruitment consulting support, please contact Lillie Ellison. Under Lillie's leadership, DHR now provide professional recruitment guidance services such as:

- Locating targeted sources, "the best place to focus ads"
- Identifying search services and firms
- Finding advertisement resources for multimedia recruitment: TV, Radio
- Researching and sourcing hard-to-fill classifications
- Developing targeted ad campaigns
- Coordinating job fairs and recruitment events

Recruitment Tools

While there is more to come, DHR has already established a number of recruitment tools to benefit your department. See photos of some of the tools on the last page of this memo and contact Lillie for further information.

- DHR has now purchased a large exhibit booth and other displays for job fairs and community events (both indoors and outdoors) which is available for your use.
- We have also prepared a tri-fold, full-color brochure which highlights the benefits of city employment. Your department will soon receive some of our new recruitment brochures.
- We now have a master list of upcoming events and job fairs which you might want to target as part of your department's recruiting efforts.
- A new video highlighting city employment is in the production phase and should soon be completed.

The Next Wave

We are exploring a number of additional programs and services to expand the City's recruitment effort. These include:

- Expanded television and radio advertising perhaps using SGTV, Taffic.com, local commercial stations, and public service announcements (PSAs).
- Additional outdoor advertising as a follow up to the successful Earthquake Centennial campaign.
- A new employee referral program which will provide cash or other awards to employees who identify new candidates for city employment (expected to launch during FY 07-08).

Many of these services and tools are in place, and I encourage you to capitalize on these resources. Please direct questions regarding the program to Lillie Ellison at 415-551-8942, or by email at lillie.ellison@sfgov.org.

