Job Description versus Job Posting

Adapted from UNH T2’s presentation “Road Ahead- Recruiting and Retaining Talent”.
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Job Description - The specific requirements, tasks, skills, and detail - the fine print

- Physical - lifting, pulling, standing, bending
- Maintain roadways, including paving, treating, line painting
- Mowing, weeding, tree cutting
- Plowing, shoveling, maintaining roads during winter weather
- Must be available for overnight, overtime, and extended hours as needed
- Must work safely, efficiently, and under tight deadlines
Job Posting — Why would someone want to join THIS team to do THIS job? Your marketing piece.

• Enjoys being active and working outdoors
• Likes to stay busy with a variety of tasks- never a dull moment!
• Joining an innovative work environment (did you know we’re using new safety countermeasures to reduce pedestrian crashes by almost 70% for instance?)
• Joining a team that is innovative and collaborative (we were the 2019 NH Build Better Mousetrap competition winners!)
• Enjoys beautifying our parks and trails, including innovative green infrastructure and practices.
• Likes “tinkering”- improving tools and equipment
• Has seen our new backhoe out there and thought- that looks like fun!!
Be realistic and honest about the job, but include some of the spirit of why you joined public works, and what keeps you in public works

• Gets that public works is a first responder - our schedules may require overtime, or some nights and weekends, to ensure the safety of our community
• Willingness to learn and support our community's effort in implementing green, sustainable winter maintenance practices when we clear winter roads.
• Takes pride in personal efforts and feels accomplishment supporting our community
• Enjoys some independent work time but also likes to participate in a fun, driven team
• Realizes the importance of safety and efficiency in a diverse and varied work environment.
• You might enjoy using new technologies, like AVL or GIS!
Remember...

• Keep the job description detailed, the job posting short and sweet

• The job posting needs to grab a candidate’s attention

• The perks, culture, people, fun of your team should be captured in the job posting

• Be thorough (and accurate and up-to-date) in the job description- it should help define what “success” will look like in the role and be a guiding document for the employee’s position