



Job Description versus Job Posting

Adapted from UNH T2's presentation "Road Ahead- Recruiting and Retaining Talent".
For more information, questions, or assistance, contact marilee.lafond@unh.edu

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

