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Career Fair Strategy: The “New” Old Way to Recruit

Career fairs are not a new way to find candidates, but they can be a valuable way to personally connect with job seekers to create a positive employment brand and develop a talent pipeline, thus making the challenge of finding a talented and diverse workforce a more positive experience for both the job seeker and hiring manager.

There are at least two significant strategic advantages to attending career fairs:

1. Personal/Human Strategic Advantage

Successful talent acquisition is both a science and art requiring the proper balance of each. And with advancements in recruiting technology, the use of artificial intelligence, video interviews and chatbots, many job seekers are either not opting in or doing so as a last resort.

It is the personal, human component of interacting with a potential employer that job seekers are ultimately looking for. Organizations that understand this can use it as a competitive advantage when meeting individuals at career fairs, in the community and throughout the recruitment process.

After a career fair and during the recruitment process, managers need to take this personal approach by providing timely follow-up and feedback which requires a smaller time investment than might be expected. This positive experience with Pinellas County will not go unnoticed when the individual shares their interactions with others. Read [How This Company Made Its Hiring Process More Personal — and Is Reaping the Rewards](#).

2. Talent Pipeline Strategic Advantage

Next month, on February 4, 2020, the Human Resources Workforce Strategy team, in collaboration with hiring managers across the County, will hold a [Pinellas County Government Career Expo](#) in Clearwater to meet individuals interested in learning more about current and future careers in Pinellas County Government. Citizens are also invited to attend to learn about and talk with representatives

across the organization. Who knows — they could even become future candidates?

As would be the case at any career fair (last year, the Human Resources team attended over 30 community, college and trade school events), hiring managers will interact with potential new hires for both current and future openings at the Career Expo. Future openings can be predicted based on retirement plans, turnover analytics and trending market data. We recommend that hiring managers keep track of future talent through the creation of talent communities or pipeline databases and stay in touch via email or LinkedIn. The advantage to creating a pipeline allows the manager to have a keener sense of what is taking place in the employment market. Of course, job seekers are still required to apply online through the County website. **It is important to provide equal employment opportunities to all eligible applicants including current employees who are an essential component of the talent pipeline.**

Time to fill is an important metric for any hiring manager and recruiter and while we are not far from industry averages, it is possible to hire faster through the use of pipelines, as can be seen through a [Talent Pipeline Case Study — Nestlé Purina Reaches an Amazing 43 Percent of Hires](#).

With the war for talent still waging and job seekers in the driver’s seat, talent acquisition leaders are listening and learning what candidates want from their job search. Fortunately, these “new” old requests do not require artificial intelligence to be understood.

Invite people in your network to the **Pinellas County Government Career Expo on February 4**, and to follow Pinellas County careers throughout the year on LinkedIn, Twitter, Facebook and Instagram, **#WorkGrowMatter** and other County social media:

- www.facebook.com/PCGovCareers
- www.linkedin.com/company/pinellascounty
- www.twitter.com/PCGovCareers
- www.instagram.com/pinellasgovcareers

