

Microsoft® Students to Business

[A Microsoft Community Initiative]

Cathryne Rowe

Microsoft Student to Business

Download Presentation <http://www.s2bus.com/genyjob.pdf>

Microsoft

Writing Job Descriptions that Appeal to Gen Y

- Who is Gen Y
- What are they looking for
- How to write to gain their attention
- Sample description
- Internship best practices



Who Is Generation Y?

- ❑ Outnumbering baby boomers by 1.3 million, Gen Y will have a social and economic impact on the business world*
- ❑ Young workers provide the opportunity to reap the benefits of A-level talent*
- ❑ Tech-savvy multi-taskers, high self-esteem, team-oriented concerned about the community and the environment, take jobs they love, even if low-paid, and to seek work-life “balance” and ethical behavior of employers*



Unique Characteristics of Gen Y

❑ Employment analysts, generation experts and researchers have identified many unique characteristics of Gen Y to help employers better understand this segment of the work force:

- ✓ Feedback oriented
- ✓ Speak their mind
- ✓ Impatient
- ✓ Skeptical
- ✓ Adaptable, yet demand flexibility
- ✓ Goal-oriented and ambitious
- ✓ Technology-savvy
- ✓ High expectations

Reaching Gen Y

1st, Leverage technology and advertising.

- Rely on online job boards and company career sites to research and find jobs.
- Use key words and phrases in job postings such as “fast-paced,” “work/life balance,” “flexible,” and “opportunity for growth.”
- Gen Y appreciates the option to apply immediately by submitting their resumes electronically.



Reaching Gen Y

2nd, understand their needs

- ❑ Gen Y will comprise a large percentage of the work force so you will not have the luxury of refusing to address their unique needs.
- ❑ Employers that are sensitive to Gen Y needs will have a distinct advantage at retaining young workers and the opportunity to reap the benefits of A-level talent in the increasingly competitive marketplace



Reaching Gen Y

3_{rd}, target their needs

- ▣ What are they looking for?
 - Flexibility
 - Career-pathing
 - Feedback
 - Training
 - Access to technology
 - Open communication



TOP 10 TIPS for Writing Effective Job Descriptions that Appeal to Gen Y

1. Make sure your job posting is complete.
 - ❑ Title, type and status of the position. Academic, personal and professional qualifications.
 - ❑ Describe your organization: who you are, what you do, your location, size and function.
 - ❑ Describe the job: specific role, level of responsibility, duties, work environment, travel expectations, salary range and benefits.
 - ❑ Writing a clear, specific posting will help ensure that the most suitable candidates apply.
2. Your objective is to "sell" your organization and the job opportunity.
 - ❑ Dynamic WIIFM (What's in it of me?) marketing statement. Focus on what your organization has to offer. What is your work environment and culture like? What characteristics of your organization are likely to appeal to Gen Y job seekers?

TOP 10 TIPS for Writing Effective Job Descriptions that Appeal to Gen Y

3. Be clear about your organization's mission statement and future direction.
 - ❑ Students like to be part of organizations that are continuously moving forward and are involved in community initiatives.
4. Clearly state your requirements.
 - ❑ Language requirements and other desired skills (i.e. technical).
 - ❑ Students want to feel they qualify before they apply.

TOP 10 TIPS for Writing Effective Job Descriptions that Appeal to Gen Y

5. Be clear as to what you are looking for.

- ❑ Student, recent graduate, alumnus, with a specific number of years of related work experience.
- ❑ Indicate Bachelor level, Graduate level or both
- ❑ Fields of study you are interested in.

6. Proofread

- ❑ This is your chance to make a good first impression. Spelling errors, typos, and grammatically incorrect language will be noticed and may cause your posting to be passed over in favour of postings that present a more polished image.
- ❑ Verify e-mail addresses, web addresses, hyperlinks and telephone and fax numbers to ensure that they work.

TOP 10 TIPS for Writing Effective Job Descriptions that Appeal to Gen Y

8. Provide clear application instructions.

- ❑** Let candidates know who to apply to.
- ❑** Be clear as to how you wish to receive applications: as a Word attachment, in the body of an e-mail message, using a web application, by regular mail or fax. Indicate preferred method

9. Highlight unique offerings or access your company will provide.

- ❑** Travel, political connections, social events and connections, training
 - Exposure to managers or company executives
 - Conduct informational interviews
 - Considered employees and not temporary help

10. Highlight unique mobility and financial opportunities

- ❑** Career path and bonuses – titles and recognition

BONUS TIP

11. Note what questions prospective hires are asking you and address those in your future job descriptions

- ❑ Are they asking about compensation?
- ❑ Are they asking about work hours?
- ❑ Are they asking about length of internship?
- ❑ Are they asking about credit?
- ❑ Are they asking about daily responsibilities?

Sample Intern Job Description

Job Title: Education Staff Assistant

Location: One position for Key Largo, Florida

Stipend: Unpaid Internship

Dates of Positions: Flexible

Time Commitment: 2 months minimum – 6 months maximum

Summary of Position:

The Education Staff Assistant will assist in the organization and maintenance of the Florida Keys. National Marine Sanctuary (FKNMS) upper region education resources as well as helping in the continuing efforts to educate the community and visitors to South Florida about our precious environments. The intern will also provide field assistance to FKNMS staff for both land and water based projects.

Supervisor: Mary Tagliareni

Organization: Florida Keys National Marine Sanctuary (if you have a nice website include it)

Sample Intern Job Description - Continued

Duties:

- Assist with the staffing of local festivals and events.
- Actively participate as a member of the education staff team in carrying out all aspects of the FKNMS management plan.
- Assist with on-water work as surface support when needed by the FKNMS staff.
- Assist with the organization and maintenance of the 35 mm slide library.
- Scan selected images to be added to the electronic image database.
- Add image descriptions of new slides to the image database.
- Identify voids in the image coverage, and take steps to fill these voids.
- Add descriptions of new books, videos, etc. to the library database.
- Assist with time coding of FKNMS stock video footage.
- Perform other duties as assigned.

Sample Intern Job Description - Continued

Benefits:

- Excellent experience with many of the projects and people working within the FKNMS.
- Involvement in a variety of international, national, and local environmental programs and efforts.
- Participation in fun field days (marine and terrestrial).
- Experience as environmental education instructor in classroom and field programs.
- Experience in planning, conducting, and evaluating marine education program.
- Opportunities to contribute to improvement of an education program.
- Fun days on the water.
- College credit, if appropriate.
- Letters of recommendation provided upon successful completion of the internship.

Sample Intern Job Description - Continued

Qualifications:

- A basic understanding of the South Florida ecosystems and how they are interrelated.
- Willingness to work on a flexible schedule and to travel throughout the Florida Keys and South Florida. (No overnight travel required.)
- Computer experience
- Well developed organization skills with a solid orientation to detail.
- A self-starter with a strong desire to learn.
- Must enjoy working with young people (usually middle school students)
- Good written and verbal skills.
- Must have own transportation.

Sample Intern Job Description - Continued

Certification Required (helpful but not required):

- First Aid and CPR

Training Provided:

- On-the-job training for each project will be provided.

Equipment and Tools to be supplied by Volunteer:

- Personal Vehicle
- Snorkel Gear

Contact Name: Mary Tagliareni

Address/Telephone: Post Office Box 1083, Key Largo, Florida 33037

Phone/Fax

E-mail:

Internship Best Practices

Orientation and Expectation Setting

- ❑ Be prepared
 - Providing a name badge if necessary
 - Coordinate parking arrangements
 - Setting up a work space, etc.
 - Creating a schedule for that first week will help the organization prepare for a new intern, and make the intern feel welcome
- ❑ During this first week, familiarizing the intern with
 - The organization
 - The people with whom he/she will be working
 - Lay out exactly what you are expecting of the intern
- ❑ Make the intern feel like part of the team
 - Inviting him/her to lunch with other staff members
 - Opening up staff meetings
 - Making introductions
- ❑ Give the intern an area that they can call their own
 - Desk, computer, phone ect

Internship Best Practices

Meetings with Supervisor

- ❑ Establish a regular time for the intern to meet with their direct supervisor. This is a time to discuss
 - Current and future projects
 - Set expectations
 - Teach new “on-the-job” skills
 - Interns progress
 - Areas for improvement
 - Help the intern learn not only about your organization, but also about the world of work in your industry.

Organizational Culture

- ❑ Organizational culture is very different from the academic culture. Consider
 - Dress codes
 - Lunch assignments
 - Breaks
 - Work appropriate use of office
 - Socialization time and places

Internship Best Practices

Creative and Challenging Experiences

- ❑ Intern assignments should be
 - Interesting
 - Helpful in learning
 - Challenging
- ❑ Would enjoy completing the internship as it is designed?
- ❑ Remember, the intern is to learn about the world of work, and to better determine if the career path they have chosen is really what they want.
- ❑ While some administrative tasks are helpful for an intern, please make sure that there are learning opportunities beyond the scope of general office work.

Next Steps...

- ❑ **Submit internship or entry-level full time job descriptions to crowe@microsofts2b.com.**

S2B Questions?

- ❑ <http://www.microsoft4me.com/s2b>
- ❑ **Cathryne Rowe**
crowe@microsofts2b.com
877.241.2543