

THE EXTRA POINT

BY JERRY ROBERTS



1212 Up to \$170K a Year and Be Hated by Every Rat in NYC

Help wanted ads and job postings in Guam are often pretty plain. They mention the company, the job title, a little of what you have to do, maybe a few requirements, maybe a little about benefits — and that's it. I saw something online that may encourage those seeking talent to reconsider how to write their next posting. I'm Jerry Roberts, and that's next on The Extra Point.

HR managers regularly tell me how they spend time and money on employment ads job postings for their open positions, but don't always attract the right people. I wonder if it might be their approach.

I came across something a couple of days ago that caught my eye, and it reinforces my belief that creativity can be a good thing, even when going after new workers.

New York City is one of the biggest disasters of any city in America. Recent mayors have let the city disintegrate into a lawless mess. Not just that, but basic city services such as sanitation are severely compromised. This has allowed the legendary rat infestation in New York to get worse. Much worse.

Now, they're looking for someone to take over the job of handling the rat problem. They decided to write a three-page job posting to attract the right candidate. I'm going to share some verbiage from it.

Position: Director of Rodent Mitigation. Nice. Very Professional.

About the Role: Do you have what it takes to do the impossible? A virulent vehemence for vermin? A background in urban planning, project management, or government? And most importantly, the drive, determination and killer instinct needed to fight the real enemy — New York City's relentless rat population?

If so, your dream job awaits: New York's

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Citywide Director of Rodent Mitigation. It's a high-visibility, high-impact leadership role with one of the most important tasks in city government — keeping the city's rats in check ...and on notice.

Despite their successful public engagement strategy and cheeky social media presence, rats are not our friends — they are enemies that must be vanquished by the combined forces of our city government. Rodents spread disease, damage homes and wiring, and even attempt to control the movements of kitchen staffers in an effort to take over human jobs. Cunning, voracious, and prolific, New York City's rats are legendary for their survival skills, but they don't run this city — we do. Nice, huh? I continue.

The Citywide Director of Rat Mitigation is a 24/7 job requiring stamina and stagecraft. The ideal candidate is highly motivated and somewhat bloodthirsty, determined to look at all solutions from various angles, including improving operational efficiency, data collection, technology innovation, trash management, and wholesale slaughter.

The job posting went on to list a slew of job responsibilities, ending with:

Catch and Kill — As with many government roles, you will be expected to lead from the front, using hands-on techniques to exterminate rodents with authority and efficiency.

Under what they termed their statement of values, they listed:

Rats will hate this job posting. But 8.8 million New Yorkers and your city government stand ready to work with you to reduce the rat population, increase cleanliness, and prevent pestilence.

What kind of person did they want? They were clear:

(Con't.)

GUAM TRAINING

Swashbuckling attitude, crafty humor, and a general aura of badassery.

Then, they mentioned the job pays \$120-170K a year.

What's the point of all this? Suppose they had taken a more conventional approach. "Wanted: Director of Rodent Mitigation for New York City, and then listed the basic requirements. Do you think it would have been picked up by social media and shared a bajillion times?

An ad and a job posting is a personal invitation from the employer to the potential candidate.

If you're going to pay someone a chunk of cash, and the job is critical, write it in such a way that it will catch the attention of both the best candidates for the position, in addition to sparking the imagination of casual readers who might share it to their personal networks and possibly more candidates.

Write three versions. The first one can be normal and uninspiring; the second with some pop to it; and the third a bit "out there," if you know what I mean.

From there, pick the one you like best, tweak, test, tweak some more, and then go with it.

You might be surprised with your results.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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