



RECRUITING ENCORE TALENT SUGGESTIONS

POSITION DESCRIPTION CHECKLIST

Note: Position descriptions need not have all these elements; even just a few will make a lot of difference.

Does the position description...?

Encore Demographic

- Specifically reach out to midlife and older adults
- Highlight the value you see in their experience and skills
- State what you hope to gain by targeting this demographic

Social Purpose

- Include your organization's mission and social purpose
- Articulate the social impact of the position
- Appeal to their interest in contributing to the local community or beyond

Meaningful Engagement

- Describe opportunities for connection with clients, partners, staff, peers, etc.
- Indicate specific needs, challenges, or opportunities to be addressed
- Refer to feeling motivated, energized, fulfilled, or inspired by this work

Learning & Growth

- Clearly define the job tasks and expectations
- Outline the variety of specific skills required
- Offer opportunities to build skills and experience

Autonomy

- Include opportunity for discretion and decision-making
- Allow for flexible work conditions (hours, location, etc.)
- Identify reporting relationships and how they work

Context

- Indicate how this role fits into the organization and its mission
- Explain opportunities for collaboration (teamwork, mentoring, etc.)
- Cite ways they will feel supported by the culture of the organization

Source: Center for Aging & Work at Boston College and Encore Boston Network

TIPS FOR MARKETING TO ENCORE TALENT

- ⇒ Make messages more **altruistic**, less self-oriented.
- ⇒ Make a positive first impression by appealing to **emotions**.
- ⇒ Find and hit their **hot buttons** (age discrimination, homelessness, etc).
- ⇒ Do not limit your messages to print; the most effective marketing channels are (1) **television**, (2) **online search engines**, and (3) **email**.



Jimmy & Rosalyn Carter (<http://www.vmps.us/node/168>)

- ⇒ Present your message in **story form** with lots of sensory stimuli (video, images, sounds).
- ⇒ Use **male voiceovers** for technical issues, **female voiceovers** for references to relationships and caring.
- ⇒ Use candid images of **people in motion** (vitality) rather than posed pictures.
- ⇒ Present **facts**, not hyperbole (after you've gotten their attention emotionally).

Making an Impact

Few adults today see later life as a time of endless leisure. The percentage of surveyed adults saying each of the following best describes their vision of retirement:

33% A time to keep working, as long as I am physically and mentally able, in order to cover my expenses and/or maintain health coverage

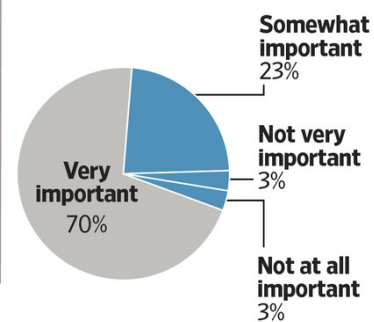
20% A time to adjust my lifestyle to fit within my means

31% The beginning of a new chapter, in which I can be active and involved, start new activities, and use my skills and experience to help others

14% A time to enjoy a well-deserved rest, take it easy, pursue leisure activities and take care of myself

Source: Encore.org and MetLife Foundation telephone survey of 930 people ages 44 to 70, June 2011, margin of error +/- 3.2 percentage points; and an online survey of 1,408 people ages 44 to 70, September 2011, margin of error +/- 2.6 percentage points

When asked how important it is to them to leave the world a better place, surveyed adults said:



THE WALL STREET JOURNAL.

Source:

<http://www.comingofage.com/what-weve-learned-2/>

<http://www.dmn3.com/dmn3-blog/3-most-effective-channels-for-marketing-to-baby-boomers>

<http://www.wsj.com/articles/how-to-make-the-most-of-longer-lives-1432743631>