



Big Life SMALL CITY

you're home in dubuque

You Want Talent. They Want a Big Life.

Big Life Small City Employer Guide

Use Big Life for Recruitment, Hiring, and Onboarding

1 Have a tough-to-fill position? *AccessDubuqueJobs.com* investors are invited to meet with Greater Dubuque Development's Workforce Solutions team to pull a customized list of qualified talent from outside of Dubuque who may be interested in your position, including contact information.

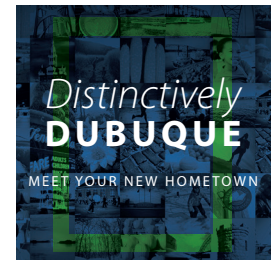
EMSI Profile Analytics' technology allows us to search candidates based on job title, skill set, education level, alma mater, geographical region, or current place of employment.

To become an *AccessDubuqueJobs.com* investor, contact Kristin Dietzel, Vice President of Workforce Solutions for Greater Dubuque Development at 563-557-9049 or kristind@greaterdubuque.org.

2 Contact out-of-area candidates to encourage them to apply. Showcase not only your job, but also our great city with *BigLifeSmallCity.com* and the Big Life Small City video.

3 When interviewing out-of-area candidates, share the Thrive Relocation Guide in digital or print versions. Show off our community with a free 90-minute driving tour provided by the tour guides at Greater Dubuque Development!

4 Once hired, encourage newcomers, recent college graduates, or "boomerang" hires to take Distinctively Dubuque, a free five-night program that engages newcomers in the community, helps them make friends, and shows them why they want to stay!



Get Involved in the Big Life Campaign

1 Take a look at the materials that are included in the campaign:

- *BigLifeSmallCity.com*
- The Big Life Small City videos, on YouTube
- The printed campaign materials provided by Greater Dubuque Development

2 Follow and SHARE the social media campaign:

- [facebook.com/biglifessmallcitydbq](https://www.facebook.com/biglifessmallcitydbq)
- [linkedin.com/biglifessmallcitydbq](https://www.linkedin.com/company/biglifessmallcitydbq)

3 Tell your employees to look at the materials! This isn't just for your Human Resources or Recruiting teams; in today's economy, EVERYONE is a recruiter.

4 Encourage employees to follow and share the social media campaign! Ask your marketing team to integrate campaign posts into your social media schedule.

5 Refer employees who have a great newcomer or boomerang story to us! We'll feature them and your company in the campaign.

6 Give us feedback! If you or your team have new information, an improved tool, or an updated event, let us know. Help us help you recruit talent looking for a big career and a big life in the Greater Dubuque area!

Growing the Community Takes Everyone in the Community

Unfilled jobs continue to create challenges for our area employers. Recruiting and welcoming people from outside our area is a great way to help area employers and grow our community talent pool. No one can sit on the sidelines for this effort! It will take extra work on everyone's part, but if we all work together, we can experience the rewards of an even Greater Dubuque area.



Big Life Small City is hosted by:

Greater Dubuque Development Corporation

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