



WBCP

Your Strategic Partners in Recruiting and HR Consulting

**RECRUITING STRATEGIES TO CREATE
AN EMPLOYER OF CHOICE BRAND**

OVERVIEW



WHY RECRUITING IS AN ESSENTIAL SKILL FOR EVERY LEADER



WHAT BRANDING IS AND ISN'T



WHY YOUR BRAND MATTERS



WHAT IS AN EMPLOYER OF CHOICE BRAND & ITS BENEFITS



HOW CAN RECRUITING STRATEGIES REINFORCE YOUR BRAND & YOUR VALUE PROPOSITION



RECRUITMENT STRATEGIES TO CREATE AN EMPLOYER OF CHOICE BRAND



REINFORCING YOUR EMPLOYER OF CHOICE BRAND



INTRODUCTION

Who is Wendi Brown?

Who is WBCP, Inc?

WBCP MISSION:

To Serve People Who Serve People



RECRUITING IS AN ESSENTIAL SKILL FOR EVERY LEADER

Public Sector Serves People—you don't make widgets. Therefore, PEOPLE are your greatest asset.

In its most simplistic form, Leadership is two things:

1. **HIRING TOP TALENT**
2. **DEVELOPING HIGH PERFORMING TEAMS**

But who really teaches you how to do that?

WHAT IS BRANDING?



Is this Branding?







Is This Branding?





Is This Branding?





Is This Branding?



EXECUTIVE ASSISTANT

WBCP, Inc.

Rogue River, OR

Salary Information Available Upon Request

WBCP INC. SEEKS one full-time Executive Assistant to work on-site in our main office located in Rogue River (Southern Oregon). WBCP is an Executive Recruiting and Human Resources consultancy firm that specializes in public sector and non-profit organizations. The ideal candidate will thrive in a fast-paced, collaborative, and supportive team-based work environment where direct communication and continual career growth are valued. We are seeking a versatile individual with expertise in administrative scheduling and support, customer service, and time management skills that will allow them to be successful in supporting our Executive Recruiters and Management Team.

Sample core duties of this role include managing calendars, scheduling appointments, coordinating virtual and off-site meetings, arranging travel, processing confidential paperwork, transferring incoming calls, emails, and inquiries, prioritizing, and responding in a timely manner, and providing direct support to our Executive Recruiters and Management Team. The Executive Assistant will report to both the President and Chief Operating Officer and assist the entire WBCP team as needed. We work with an all-hands-on-deck mentality, meaning you will get the opportunity to work on a variety of projects and tasks. Every day at WBCP looks different, and we are looking for an Executive Assistant who will remain flexible when our clients' needs change on short notice. The ideal candidate for this position is versatile, proactive, diligent, and will demonstrate a strong work ethic and positive attitude. If you possess experience in executive support, outstanding organizational abilities, adeptness at managing multiple tasks simultaneously, and are eager to join a dynamic, expanding company, we encourage you to submit your application today!

the **COMPANY & CULTURE**

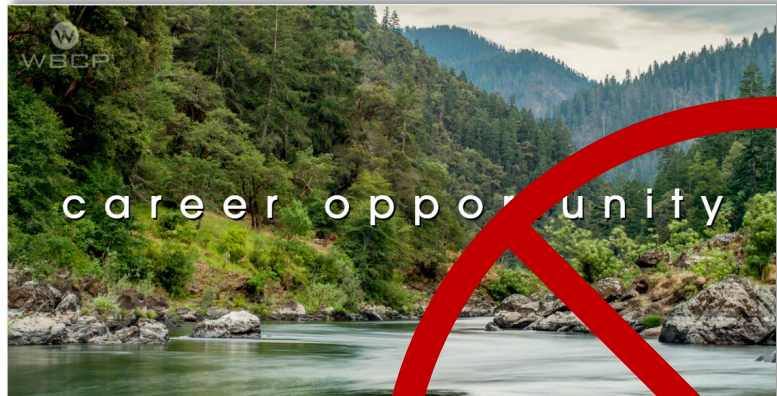
WBCP IS AN EXECUTIVE RECRUITING AND HUMAN RESOURCES consultancy firm that has been operating since 2004, supporting public sector and nonprofit clients in Oregon, California, Arizona, Colorado, Idaho, Utah, New York, and Washington and quickly expanding to other states. Recruiting is the core of our business and involves working with clients, applicants, and a good deal of project-management work that moves quickly. WBCP has remote staff located in California, Wisconsin, and North Carolina, with the majority of our team located at our Headquarters Office in Rogue River, OR.

WBCP has significantly grown in the last three years, and we are using this growth as an opportunity to take a thoughtful and measured approach to workplace culture. We have reimagined the workplace with employees needs taking center stage. We are also committed to finding ways for the organization to create positive economic impact in the communities we serve. Due to our recent growth, we have recently moved into a larger office space in the heart of downtown Rogue River. This new 7,000 sq ft. office space is a historic 100-year-old brick building that we have completely renovated into a state-of-the-art office with modern amenities (such as in-office kitchen and onsite day care) all the while paying homage to the building's history.

The building's mixed-use features have brought the work culture and community to life! In addition to the 3,000 sq ft. main floor office space, the building also features two 1,500 sq ft. short-term vacation rentals upstairs, and a 1,100 sq ft. daycare in the basement, providing convenience and comfort to WBCP employees.



Is This Branding?



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SO... WHAT IS BRANDING ?

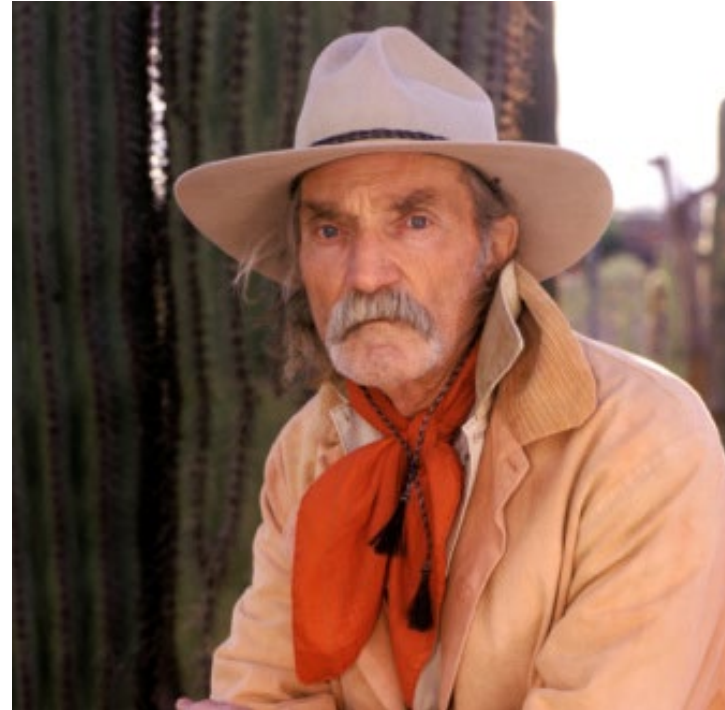


WBCP

EXAMINATION OF A CLICHE



=



BILLY THE RED SCARF



BILLY'S PROFILE



BILLY'S PROFILE



MEAN & RUTHLESS



BILLY'S PROFILE



WELL-STAFFED



BILLY'S PROFILE



OWNS A COLT-45



THE "BS" BRAND

BILLY'S BRAND = TROUBLE



THE "BS" BRAND'S EMOTIONAL VALUES:

- **CAUTION**
- **FEAR**
- **ANXIETY**
- **TREPIDATION**

IN ESSENCE:

BRAND = MEANING

- **AN EMOTIONAL TRIGGER**
- **REINFORCED BY REPEATED EXPERIENCES WITH YOUR BRAND**



NORDSTROM



**WHAT DO YOU FEEL WHEN
YOU SEE THESE BRANDS?**

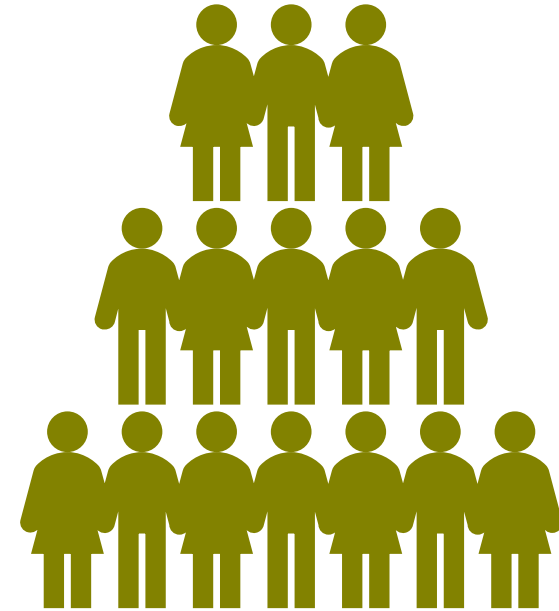


THE SET OF EMOTIONAL
VALUES THAT YOUR
CUSTOMERS SAY IT IS
BASED ON THEIR
REPEATED **EXPERIENCE**
with YOUR BRAND!



WHY YOUR BRAND MATTERS

BECAUSE LIKE US,
you are people
serving people, and
you want great
people to work for
you.



SO...WHAT *IS* AN EMPLOYER OF CHOICE BRAND?

Characteristics of an Employer of Choice Brand



- Commitment to employee well-being.
- Opportunities for professional growth.
- Equitable, inclusive and diverse workplace culture.
- Strong leadership and organizational values.
- Competitive compensation and benefits.

BRAND VALUE *CAN BE:*

POSITIVE

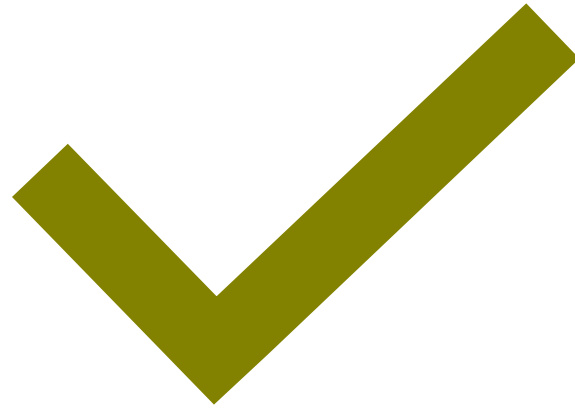
OR

NEGATIVE



RECRUITERS REINFORCE YOUR VALUE PROPOSITION

Via repeated
experience with
your brand



REAL LIFE EXAMPLE



THE CITY OF PASADENA IS LOOKING FOR A CITY MANAGER who is passionate about serving the people of Pasadena! They will have considerable municipal city leadership experience to manage a dynamic and complex city. This City Manager will oversee a complex public sector agency, public/private partnerships, and a full-service City with robust services, including a water and power utility. The City Manager will oversee an approximate budget of \$900 million and a



▶ A Bachelor's degree from an accredited college or university or any equivalent combination of education and experience.

▶ At least seven years of progressively responsible experience in municipal government, including five years of administrative or leadership responsibility.

DESIRED

▶ Bilingual ability in Spanish.



UPCOMING PROJECTS, OPPORTUNITIES & COUNCIL GOALS

THE CITY OF INDEPENDENCE

INDEPENDENCE IS A CHARTER CITY operating under the seven council/mayor and city manager form of government. The City recently won a Regional Cooperative Project Award from the Mid-Willamette Valley Council of Governments for partnering with other regional government entities to form an All Hands Leadership Group to mitigate COVID-19 challenges. City staff work tirelessly to meet the community's vision, with core focus areas that include a dynamic local economy, safe and healthy people, thriving schools and youth, an inclusive and involved community, and vibrant and livable places. One of the City's advantages is its co-owned regional broadband service, called MINET Fiber. MINET is co-owned by the City of Independence and the City of Monmouth and provides high-speed internet at a level of quality that meets or exceeds the major providers. MINET supports over 85% of individuals in our communities and 90% of City's businesses, and the City Manager serves as one of MINET board members.

Learn about INDEPENDENCE VISION 2040 here: [IV 2040](#)



OUR COMMUNITY

THE CITY OF INDEPENDENCE IS A HISTORIC, RURAL COMMUNITY located in the heart of the Willamette Valley, along Oregon Route 51, 13 miles from the State Capitol. This friendly city is home to approximately 10,000 residents who are invested in their community and enjoy the best elements of a small town, while also reaping the benefits of a growing community. Key industries that help the community grow include manufacturing, transportation, agriculture, retail, dining, tourism, hospitality, and more. Independence has a revitalized downtown area that is a must-visit with its brand-new restaurants and retail shops. Other notable attractions include the Willamette River, the Willamette Valley Scenic

CAREER OPPORTUNITY

CITY MANAGER

CITY OF INDEPENDENCE
\$130,000-\$150,000 DOE/DOQ

THE CITY OF INDEPENDENCE, OREGON, IS SEEKING ITS NEXT CITY MANAGER who serves as the City's executive officer overseeing all departments and staff, budgets and grants, and regulatory compliance. The City Manager ensures city staff uphold the mission and priorities of the City Council. The ideal candidate will be an experienced public administrator, with grounded experience in city fiscal management practices, budget development, staff leadership, and human resources management. This candidate should be innovative, creative, flexible, a strategic thinker, and have a proven track record of success working for a developing community with similar challenges and opportunities with infrastructure expansion and development, tourism, youth and recreation activities, agriculture/farmers, small business, and community engagement. The successful candidate will have strong communication skills, be forthright and resilient, be able to make difficult decisions, and be someone who can bring people together to serve the greater good. They should be a strategic organizational leader who demonstrates confidence balanced with humility and empathy for others. They will have a proven history of successful collaboration with businesses, governments, and non-profits. The next City Manager will create and support an organizational culture that embraces teamwork and fosters professionalism and an enjoyable work environment. Interested applicants should approach working with the community and elected officials from an apolitical perspective. They will be committed to achieving Council's goals and personally take an interest in Independence's culture, history, and vision. *This is an amazing opportunity to work for a forward-thinking and*



This recruitment is managed by  WBCP



CAREER OPPORTUNITIES

— TWO OPENINGS —

CITY OF SOUTH PASADENA, CALIFORNIA

SENIOR CIVIL ENGINEER

ONE POSITION

Annual Salary:
\$121,188–\$162,420

ASSISTANT/ ASSOCIATE CIVIL ENGINEER

ONE POSITION

Annual Salary: **\$79,684–\$119,384**

THE CITY OF SOUTH PASADENA IS SEEKING TWO TECHNICALLY PROFICIENT, community-oriented professionals to join its Engineering Division as a Senior Civil Engineer and an Assistant/Associate Civil Engineer. These essential roles support the planning, design, and implementation of a broad range of public infrastructure and capital improvement projects that directly impact the community's quality of life. The ideal candidates will bring a strong foundation in civil engineering principles, a proactive and solution-oriented mindset, and a genuine commitment to public service.

The Senior Civil Engineer will serve as a key project leader, offering advanced technical knowledge and oversight of complex initiatives across multiple disciplines. The Assistant/Associate Civil Engineer will contribute to project execution and development review, with opportunities for hands-on growth and professional advancement. Both positions require excellent communication skills, a collaborative approach, and the ability to engage with the public in a thoughtful and responsive manner. **Build community and advance infrastructure in a forward-moving City, apply today!**





THE DEPARTMENT & THE DIVISION

THE PUBLIC WORKS DEPARTMENT includes 43 full-time employees and oversees a combined operating and capital improvement budget of \$209.2 million, including \$22 million in operational funds and \$187.2 million CIP. The Department is responsible for delivering a wide range of essential public services, including the management and maintenance of the City's water distribution and sewer systems, street infrastructure, public facilities, park maintenance, environmental compliance, and recycling programs.

A newly formed Capital Improvement Projects (CIP) Division will soon lead capital project delivery across the City. The Engineering Division currently leads the planning, design, and construction of the City's capital projects, ensuring compliance with local, state, and federal regulations. Responsibilities also include managing right-of-way permits, inspecting private development improvements, and coordinating with utilities and outside agencies for effective project implementation.

[LEARN MORE](#)

[VIEW THE ORGANIZATIONAL CHART](#)



CLICK
BUTTON

THE POSITIONS

THE SENIOR CIVIL ENGINEER is a leadership role responsible for overseeing the full project lifecycle of major capital improvement projects, with a primary focus on streets, traffic safety, and multi-modal infrastructure. This role manages a \$25 million annual CIP budget, with future oversight of an additional \$40-\$60 million in anticipated capital projects. Responsibilities include preparing and reviewing engineering plans and specifications, managing consultant contracts, conducting field inspections, leading public outreach, and coordinating cross-departmental collaboration.

THE ASSISTANT/ASSOCIATE CIVIL ENGINEER supports public works and infrastructure projects through technical plan review, permitting, cost estimating, and field inspection. This role also assists in contract administration, utility coordination, and public engagement efforts. Projects range from street resurfacing and sidewalk improvements to sewer upgrades and traffic calming installations. The Assistant/Associate Engineer will also review development plans, prepare reports and documentation, and may supervise technical staff as needed.

THE IDEAL CANDIDATES

THE IDEAL CANDIDATES ARE COLLABORATIVE, adaptable professionals, and possess strong work ethics, public service commitment, and the interpersonal skills to navigate a dynamic municipal environment. The **Senior Civil Engineer** has a strong background in water and wastewater systems, and proven leadership to manage complex infrastructure projects with minimal oversight. They will foster cross-departmental collaboration, mentor and develop junior staff, and provide steady leadership that supports team growth and continuity during a time of organizational transition. The **Assistant/Associate Civil Engineer** is detail-oriented, eager to grow professionally, and open to developing skills in water and wastewater systems. Strong communication skills, a customer-service mindset, and the ability to field resident calls with patience and professionalism are essential.

These positions require regular public engagement and call for professionals who can communicate technical information clearly, address community inquiries and concerns with professionalism and empathy, and foster trust with the community while working effectively across departments.



The ideal candidate will also possess the following core competencies...

Technical Expertise: Applies engineering knowledge to design, review, and manage complex public infrastructure projects with precision and regulatory compliance.

External Public Awareness: Engages proactively with residents and community stakeholders, clearly communicating project impacts and responding to public inquiries with professionalism and empathy.

Talent Development: Mentors and supports the growth of junior staff by fostering a collaborative learning environment and sharing technical knowledge and best practices.

High Standards: Demonstrates a strong commitment to quality, accountability, and service excellence in project execution, public engagement, and interdepartmental coordination.



EMPLOYMENT STANDARDS

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

SENIOR CIVIL ENGINEER

Education: Bachelor's degree from an accredited college or university with major course work in civil engineering or a related field.

Experience: Five (5) years of increasingly responsible professional engineering experience.

License: Possession of a valid certificate of registration as a Professional Civil Engineer issued by the California State Board of Registration for Civil and Professional Engineers.

ASSISTANT/ASSOCIATE ENGINEER

Education: Bachelor's degree from an accredited college or university with major work in civil engineering or closely related field.

Experience: Three (3) years of experience in professional civil engineering work, including one (1) year of supervisor experience.

License: Possession of a valid Engineer-in-Training certificate issued from the California Board of Registration for Professional Engineers.

UPCOMING PROJECTS & OPPORTUNITIES

COMPLETE STREETS + ROADWAY IMPROVEMENTS. Lead and support a wide range of street infrastructure projects focused on improving safety, accessibility, and multi-modal transportation. This includes pavement rehabilitation, asphalt resurfacing, ADA-compliant sidewalk and curb ramp upgrades, and traffic calming measures.

STREET LIGHTING UPGRADES. Plan and manage the installation or modernization of street lighting systems to enhance public safety and energy efficiency throughout the City's neighborhoods and corridors.

SEWER SYSTEM REPAIRS + UPGRADES. Manage ongoing maintenance and capital improvement projects related to sewer system rehabilitation and capacity upgrades, including coordination with developers for sewer infrastructure planning and integration.

RFP DEVELOPMENT + BID SELECTION. Lead or support the preparation of Requests for Proposals (RFPs), assist in bid evaluations, and make recommendations for consultant and contractor selections in alignment with City policies.

CONSTRUCTION MANAGEMENT + INSPECTION COORDINATION. Work closely with construction managers and inspectors to ensure that all work is completed in accordance with approved plans and specifications, while addressing field conditions and resolving issues that arise during construction.

RECRUITMENT STRATEGIES FOR AN EMPLOYER OF CHOICE BRAND

Remove barriers to allow for equity to expand the number, quality and diversity of applicant pools

RECRUITING STRATEGIES...

- Create Inclusive hiring practices
- Reduce the time to apply
- Recruit for competencies – not minimum qualifications

Example:

EMPLOYMENT STANDARDS – example 1

Any combination of experience and training that would provide the required knowledge, skills, and abilities would be qualifying, however a typical way of obtaining these are:

EMPLOYMENT STARDARDS – example 2

The City will consider an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job as described herein, and should also have....

RECRUITING STRATEGIES...

Get to know your candidates beyond their resume, years of experience, and education



Reduce the time to apply – no supplemental questions!



Conduct Zoom/Phone screens – Saves Time + \$\$



Engage with candidates - “Candidate Connect”



RECRUITING STRATEGIES that Build a Brand:

Recruiters are brand Ambassadors

Use Marketing Strategies that Work

Benefits of these Recruitment Strategies...



Attract Top Talent through best practice marketing and engagement campaigns



Improve retention by Increased Employee & Candidate Engagement and Satisfaction.



Build a Positive Organizational Culture (retention) and Brand Awareness.



Enhanced Reputation and Public Perception.



Improved Inclusion, Equity and a Diverse work culture.



Recruiters are the Window to Your Brand



Effective Recruitment Strategies to...

Onboard:

- 12% of US employees say their organization has a good onboarding process.
- 79% of employees say onboarding programs help them integrate and understand company culture.
- 81% of new hires say they feel overwhelmed with information during the onboarding process.
- An effective onboarding process boosts retention of new hires by 82%.

OUT OF THE BOX APPROACHES THAT HAVE ENHANCED OUR REPUTATION AS AN EMPLOYER OF CHOICE

WBCP is a Sole
Source Contractor with





SUBSIDIZED, ON-PREMISE, COMPANY CHILDCARE



DOG FRIENDLY ENVIRONMENT



WELCOMING ATMOSPHERE



KITCHEN / FOOD



GET RECOGNIZED

Awards Your Organization Can Apply To: League of California Cities

1. Helen Putnam Award for

Excellence: These winning cities have made unique contributions to community residents and businesses, which have resulted in lower costs or more effective delivery of services.

2. Outstanding Local Streets and

Roads Project Awards: This award recognizes and raises awareness of the exceptional achievements made by California's cities and counties to preserve and protect the public's investment in the local streets and roads system.



QUESTIONS
