

Worksheet: Farm Job Promotional Plan

Recruiting on-farm labor begins with identifying a work need, creating a position to fill the need and preparing a job description to summarize the role. After finalizing these details, farms should plan for publicizing the job opening and encouraging candidates to apply.

The plan you implement to promote a job opening will affect how successfully your farm recruits the right candidates. This worksheet presents a step-by-step guide your farm can use to develop a promotional plan for recruiting new employees to join your farm business.

Step 1: Set a goal.

Write the goal you want to achieve through your promotional plan. A goal should be specific, measurable, actionable, realistic and timed, and it should draw on information included in the job description. Here's an example: "Hire an experienced farm manager to oversee the crop production enterprise by Jan. 1."

Step 2: Choose your strategies.

A strategy is a concept or method you can apply to help you reach a goal. When promoting a farm job, possible strategies include engaging current employees to recruit candidates, leveraging connections within professional organizations or executing a national search. Below, draft at least one or two strategies that will help you achieve the goal you set.

- Strategy 1:

- Strategy 2:

Step 3: Identify tactics.

The specific tasks, activities or action items you use to promote a job opening are known as tactics. Each tactic should tie to a strategy you included in your plan.

For example, assume your farm encourages current employees to recruit candidates as a strategy. Possible tactics include asking current employees to like or share farm job announcements posted to social media and creating an employee referral program that pays employees who recommend candidates your farm ultimately hires.

In the table, brainstorm at least one tactic to correspond with each strategy you included in your plan.

	Tactic 1	Tactic 2
Strategy 1:		
Strategy 2:		

Step 4: Outline key points to include in promotional messages.

Create a list of key messages that are “must-haves” to include when promoting a job. Your list should include highlights of the most important job information — for example, critical responsibilities and schedule requirements. Also, consider what are a job’s unique selling points. Communicating those points may help to catch the attention of prospective employees. Look at the summary statement in a job description to find details that should be considered key messages.

- Key message 1:

- Key message 2:

- Key message 3:

Step 5: Implement the plan.

With your plan in place, you’ll have a framework to begin publicizing a farm job opening.

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