

Dawson Columbus

Recruiting and Employment Agency



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Introduction

From the beginning of our work on this challenge, it became clear that generational differences were at the crux of dilemma with which we were presented. Dawson is a company that brings together members of both “Generation X” and “Generation Y,” also known as Millennials, each of whom have very unique ways of thinking and approaching work. From our research, we have gathered that there is a disconnect between millennials and the companies for whom they work, many of which were started by individuals a generation above them. There are very different expectations about office culture, time spent at work versus pay, and in communication styles. How can a company such as Dawson reconcile these differences in a way that makes Millennials excited about their work and Generation X excited to work with them?

We sent a delegation from our group to talk with the Director of Business Development at Dawson and were left with two major questions that we have used to guide our work:

1. How can Dawson better bridge the gap between Generation X and Millennials?
2. Once the above question has been answered, how can Dawson use this new information to better attract millennials to their company and to their unique style of customer service?

Our team developed these four areas to best answer these questions:

1. **A New Problem Solving Process** - The current “suggestion box” model of problem solving at Dawson in not an effective means to address issues and stimulate an active community around positive change.

- 2. Cultural Differences in the Office** - “Gen. X” often uses “unspoken rules” within their office spaces which conflicts with the blunt, straightforward way in which Millennials prefer to communicate. Both generations need to find more ways to be on the same page and express their needs and desires.

 - a. Generational expectations do not always equate with the reality of the way the office needs to work in order to be more effective.

- 3. Team Building and Building a Strong Community Culture** - As a means to building a community that is committed to Dawson, we feel that it would be extremely beneficial to engage in activities and events that would strengthen the relationships between employees. Teammates that trust each other are better able to communicate with each other when problems arise. Furthermore, engagements such as these develop team members that have a deeper investment in the company and are more committed to doing good work.

- 4. Developing a Social Media Presence** - This would allow Dawson to attract a more diverse base of applicants. However, in order to compensate for this new influx of qualified candidates, Dawson will need to revamp its hiring process.

 - a. It’s problematic that less than half the applicants receive a follow up email after submitting an application.

Problem Solving



Problem Solving Methods in Dawson

Current Process

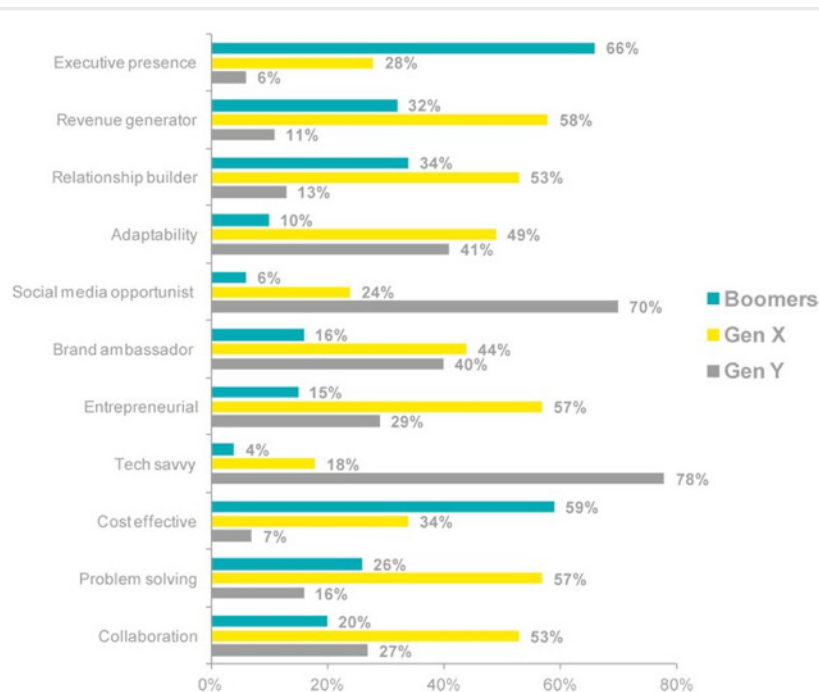
We were detailed with some insight about the way that problems were solved in Dawson. Currently, there is a suggestions box into which employees could drop notes. Also, if there is an issue, management would meet and discuss to create a solution. Then, management would enact the solution and follow up with each other to make sure it is working.

Analysis

Generation X

Known as a skeptic and independent generation, they are apt for problem solving. Those in generation X have been trained throughout life to solve problems individually, while going over each piece of information in detail.

A study by Ernst & Young found that Generation X is apt for problem solving and is best in the workplace amongst Baby Boomers and Generation Y. Below, is the chart detailing their research.



57% of respondents said that they were the best at problem solving in the workforce. Also, in a quote by Robert Wendover he states that “Xers are used to problem solving and looking for ways to use resources to their best advantage.” Generation X is known for being able to solve problems, see a multitude of perspectives on an issue, and being able to tackle them efficiently.

Sources:

http://www.workforcediversitynetwork.com/docs/article_problemsolvingbythegenerations4_05.pdf

<http://www.businessinsider.com/how-millennials-gen-x-and-boomers-shape-the-workplace-2013-9>

<http://www.reliancestaffing.com/2011/08/managing-generations-generation-x/>

Generation Y

Generation Y “loves to voice their opinions and be actively engaged in coming up with solutions.”

The ManpowerGroup also states: “Simply setting up a department ‘suggestion box’ doesn’t satisfy the communication needs of this group. If they submit ideas regularly and these are not addressed, Generation Y members are quick to point out that the company is only pretending to listen, and soon they become disengaged employees and start looking for something new. Two-way communication is very important to this generation.”

In order to avoid disengaged employees, Generation Y employees should be included in the process, understanding how the business is working, meeting goals, and striving to become better. That creates a committed employee, one who believes in the mission and the vision of the company. That employee would be fully engaged and committed, according to the ManpowerGroup.

Source:

http://www.manpower.us/Website-File-Pile/Whitepapers/Manpower/ContactCenter_Working-with-Gen-y.pdf

Generation Z

Since Generation Z is known as the technology generation, they know how to maneuver through the internet to find the answer to the solutions to problems. Thus, rather than working through difficult problems, this generation works to find the quick answer.

This is due to this generation having access to a ton of data through the internet. Although they look for the quick solution through the internet, they have been known to have better problem solving skills through fluid intelligence. Lastly, this group is known to pursue speed over accuracy.

Sources:

https://docs.google.com/document/d/1-FwCQSK4ceEbBsg-4gc6EikeBdKP_ZiApxNcfqNYMug/edit

<http://people.howstuffworks.com/culture-traditions/generation-gaps/generation-z2.htm>

Solution

Rather than attempting to find a solid one path method to success, Dawson should look to embrace a multifaceted plan to problem solving, feedback, and communication.

The primary focus for Dawson should be to create a culture that is encouraging of feedback and communication. Creating this open environment allows for the issues between generations to be discussed and for each group to place their energy in a positive direction. Also, from a leadership perspective, the leadership should be open in the direction, plans, and flaws of the company. Transparency amongst the leadership of Dawson would translate into transparency amongst the staff. It would also gain the trust of Generation Y and Generation Z. Since Generation X gains trust over time, Dawson committing to an inclusive environment and sticking to that would deem the company trustworthy and consistent.

Also, Dawson should look towards multiple ways of communicating news throughout the office. Since there are different levels of technological familiarity and comfort amongst generations, Dawson should commit to communicating evenly across a multitude of platforms. For Generation X, email might be best suitable, while an instant message, Facebook group post, Tweet, etc would be good for other generations. Some in Generation X would even like verbal communication and/or fliers around the office. Being committed to different communication platforms shows a commitment to the workforce and an inclusive environment.

Diverse teams would be best for perspective and working ability. Creating teams of all three generations could be beneficial for the company if implemented correctly. After establishing an open, positive, communication environment, a team with all three different generations could be well to play into their strengths in theory. With Generation X being apt to solving problems, Generation Y being vocal and informed, while Generation Z works to find information, the three generations could be more efficient together than apart. However, they would have to accept each other's generational differences as positives, or at least respect their differences before working together as a team.

Although different, these generations could do more good than harm together, if communication and understanding is fluid across the company.

Source:

<http://www.amanet.org/training/articles/Leading-the-Four-Generations-at-Work.aspx> and <https://www.entrepreneur.com/article/240725>

Areas of Conflict



Generational

Generation X often uses “unspoken rules” within their office spaces which conflict with the blunt, straightforward way in which Millennials prefer to communicate. Both generations need to find more ways to be on the same page and express their needs and desires as generational expectations do not always equate with the reality of the way the office needs to work in order to be more effective.

Overall, Generation X has an understanding of work that drives them to stay at work until the job is complete. Millennials, on the other hand, leave work when their day is over, whether they are done or not. They also expect to be well compensated for the work that they do. This can create office conflict when Generation X feels that Millennials are not pulling their weight and working as hard as they can.

Additionally, Generation X can feel offended when Millennials break some of the “unspoken rules” of the office. Millennials, however, have little time for these sort of indirect tactics. They favor direct, open lines of communication where they are able to understand expectations from the beginning. Conflict in this area can arise because many of the unsaid directives have to do with respect for authority and hierarchy within the office.

Lastly, we feel that many of the company issues that arise within Dawson seem to be a result of a lack of communication from managers and other upper level employees about expectations. Additionally, employees do not have a legitimate outlet to voice their needs and expectations. Shifting this system to develop a system that values consistent feedback fosters a community that has a positive outlook on change. Companies need to be able to grow and expand along with the cultures of the people that they employ and serve. Below are some suggestions for implementing this process.

Cultural

Regular 1:1 with Human Resources

Instead of a suggestion box as the primary means of communicating ideas for improvement, we propose implementing regularly scheduled 1-on-1 conversations with Dawson's HR department. Dawson employees will meet with a human resource representative once/month to communicate their suggestions for Dawson's community and business advancement. Each employee will be assigned a consistent HR representative to meet with throughout the business calendar year. Some questions to pose to Dawson employees for discussion during 1-on-1s include:

- Is there any change you wish to see from Dawson's work environment?
- How do you feel you have progressed while at Dawson?
- What improvements do you suggest for Dawson to hire more qualified recruits?
- What about Dawson's company culture does not satisfy you?
What components do satisfy you?
- Is there any additional information, suggestions, comments, or concerns that you wish to share?

The Human Resource representatives are responsible for ensuring the employee understands these discussions of advancement are expected to be taken seriously. The commitment to these monthly discussions with a consistent representative encourages the development of relationships within Dawson as well as valid, genuine suggestions for improvements for Dawson's internal and external advancement.

***Addressing the Suggestion Box:**

While the existence of a suggestion box is a fantastic idea in theory, it is not the most efficient means of communicating improvements for the company. A suggestion box is outdated and avoids one-on-one confrontation, which will both improve upon encouraging innovative ideas as well as personal connection, and, in turn, an improved company culture. The suggestion box can easily be brushed off and viewed as an archaic means of weakly developed ideas. Personal, face-to-face scheduled meetings solves the issue of partially formed suggestions, gives direction to the suggestions, and promotes attention to the employee's expectations of the company and its progress.

Building a New Culture of Community



Resources

- Seasonal Strength Finder Test
- Myers-Briggs Type Indicator (MBTI)
- Conflict Dynamics Assessment (Clark Backus, Leadership Development for Pricewaterhouse Coopers)

Implementation Schedule and Benefits

***Our suggestion is for these to be implemented every four months starting in January. We feel that StrengthsFinder is a very repeatable assessment where individuals are able to learn something new each time. The other activities could be potentially repeated on a rotation with other assessments that Dawson finds relevant.*

1. **StrengthsFinder - January**

- a. As an opening activity this new drive to reclaim the Dawson culture, StrengthsFinder would allow team members to reacquaint themselves with the areas in which they best excel. Additionally, a spreadsheet can easily be made to reports each team member's top five strengths so that everyone can find ways to best organize themselves into teams internally - complementary strengths can be paired for most effective work.
- b. In repeated assessments, it challenges team members to consider questions such as "How have you changed?," "In what ways have you remained the same?," and "How will you (continue to) utilize your results in the workplace and in your personal life?"

2. Myers-Briggs Type Indicator - May

- a. This assessment can be used to bring forward and engage learning around the personality differences between team members.
- b. It will be interesting to discover generational trends which can be used to foster important conversations about how to leverage these differences and work together in effective ways.

3. Conflict Management Workshop - September

- a. This workshop addresses generational gaps, teaches about how to better work in team settings, how to better address conflict within Dawson.
- b. It also helps to effectively create a positive culture surrounding innovative change to support growth within the company and encourage meaningful relationships.
- c. Lastly, it develops a more positive work environment where team members feel comfortable addressing issues which in turn, creates more effective, passionate workers that are invested in doing good work for their company.

Cultural Expectations in the Office

Our team did some general exploration of Dawson's website and received some employee demographics from the Director of Business Development. The conclusion that we reached is that while Dawson claims to be one of the best hiring agencies in its field, it is lacking in a very critical area: diversity.

A quick scroll through the "Best People" section of the "About Us" portion of the website reveals that Dawson employees zero individuals that present as people of color. Insight gained from the demographics provided shows that one individual is of Latina descent. This presents a number of issues, both internally and externally to potential recruits that are considering the company.

Internal

- The best companies are those that are constantly growing and exploring new avenues.
- Dawson is not best able to do this because as a company with less than fifty high level positions; all of these are currently held by predominantly white women and a few white men
 - Of the 12 recruiters, only 1 is a hispanic female, and only 1 is a white male.
- This leads to a lack of diverse ideas, points of view, and experiences.

*To individuals that are in Generation Y and considering applying to work for Dawson as opposed to being represented by them, the lack of diversity within Dawson's office setting can be very deterring.

External (Potential Recruits)

- “Industry specialized, friendly recruiters exclusively focused on Columbus” - In order to be exclusively focused on the Columbus area, one must recognize that it is home to one of the largest Somali immigrant populations in the United States.
 - It would be incredibly beneficial if Dawson were to employ individuals who were able to understand more closely the unique perspectives of immigrants or those that are in some of their first American born generations.
- As a person of color, it is quite easy to be put off from working with Dawson simply because it presents as not valuing diversity.
 - “This company really isn’t diverse. I don’t think that they will have anyone that will be able to understand my complex needs; I don’t think I’d be comfortable working with them.”

We recommend that Dawson find ways to diversify its employees in order to provide a greater wealth of complex and different experiences which can lead to more innovation inside the company in addition to becoming a space where potential recruits can all feel welcome and comfortable.

Dawson has the toolset to set itself apart from other companies in its field.

Unique Identity

Dawson has the toolset to set itself apart and be the premier company in its area of specialty, but in order to do that, it must undergo small changes. Dawson's new unique identity can be stated as "A diverse community and cultured workplace dedicated to empowering people's lives."

The world is changing and the primary workforce is becoming a much younger generation (Generations Y and Z). Generation Y and Z are much different from Generation X as stated before. Generation X is a skeptic and independent generation, they are apt for problem solving. Generation Y loves to voice their opinions and be actively engaged in coming up with solutions. While Generation Z is known as the technology generation, they know how to maneuver through the internet to find the answer to the solutions to problems. They look for much different things in a job and career path, but it is important to highlight how Dawson can cater to all needs. Diversity is a huge factor in careers; there's diversity in all aspects of the workplace through degrees obtained, race, gender, and sexual orientation. So it is important that Dawson embraces the diversity that it already has in its own workplace. Diverse teams would be best for perspective and working ability as well as attract more applicants because Dawson embraces the Diversity aspect.

Community culture along with making employees feel valuable are important factors in creating a better overall workplace environment and culture. Work shouldn't be a place you dread and want to always leave early; you should like to come into work for the most part. All generations seek a place that is welcoming because they spend so much time in the office. If Dawson creates a community centered workplace, it will ultimately benefit everyone in the company including new recruits and younger generations.

Dawson has a good foundation that could make them stand out as a company. Here are some things that the company could focus on to continue to bolster their unique identity and experience. Here are some things that Dawson could focus on to create a unique identity and experience.

Travel Bus - Using the Travel Bus for college recruiting at college events, such as the Engineering Career Fair at Ohio State or the Fisher College of Business Career Fair would be great. Students would be attracted to the only company with a set up outside, accompanied with a large bus to interact with. Not only is this a creative marketing tool for college students, but could be used with adults. Dawson could host “On the Go” recruiting events in which the bus would be the only thing the company would need.

Social Media - Using skill & a unique marketing campaign, Dawson could gain an authentic following online that would increase the number of applicants for a job and the quality of the candidate pool. Dawson could use unique hashtags (such as #Dawsome) to create an identifiable experience. Marketing to college students could be built around the idea of the company being “Dawsome” which would be accompanied with the social media hashtag and interacting with social media accounts. The company could tell potential candidates to follow the company’s social media for giveaways, opportunities, and updates.

Right now, Dawson could focus on emphasizing those two areas without much change, and it could shift the identity of the company. However, there is much more room for growth and development if the company decides upon instituting change and taking a shift in direction. Here are some areas that could be impacted.

Singular and Improved Online Experience - Rather than having different interactions with Dawson based on your application platform (ex. Craigslist v. Dawson v. Monster.com all have different experiences), the company should focus on bringing all applicants to their website. Thus, the applicant can read about the company, understand the leadership and direction, and better decide if the company is for them. It creates an easy, transparent experience for the potential employee, which places Dawson in a positive light. Also, the company should revamp and fix issues with its application process on the Dawson site. It's a tad cumbersome and bloated, often leaving the applicant confused and displeased. Having a simplistic application experience is key to a happy and positive applicant.

Events - Dawson has done a great job with in house events and volunteering events, based off of social media. However, that falls short for college students. The company hosts "Build Your Career" nights at the Varsity Club which is great for the demographic that feels comfortable in that environment and can consume alcohol. If Dawson would like to gain access to college students, the company should work to build a connection with colleges through Career Services offices, career and internship fairs, and having tables and events for college students to attend on their campus. Having a relationship with the school makes for more access to students and a better pool of applicants.

Work Environment - After research, we've found that the area for most gain is in the work environment. Dawson lacks a consistent problem solving process, along with significant diversity amongst its staff. Improving and focusing on both would drastically improve the work environment and the effectiveness of the work force. Companies like Expedia and Slack have committed themselves to this concept and it has paid dividends in results for the companies.

Also, Dawson should look to foster an open environment, where team members can interact with leadership in a transparent way. Companies who have leadership teams that employees feel are transparent, open, and honest have been shown to be more productive, especially amongst younger generations. As time goes on, Dawson should be honest about the improvements, shortcomings, and the direction of the company so that employees could buy into the vision. This would create the “hardworking” and “committed” Generation Y and Z employee that companies are looking for.

Empowering the lives of others is important, and Dawson can embody that vision. However, following in that vision requires change, honesty, and growth. Through focusing on the above mentioned topics, the company would move to the forefront in Employment Services. The company would be the outlier and be the ideal service that many look for when looking for employment. If Dawson chooses to focus on growing and developing in these areas, the company would be able to truly live its vision, to empower others.

Areas for Improvement



Social Media

Lack of Social Media Presence

Social Media has become a primary source of networking and an opportunity to reach a target audience. Generations Y and Z have adapted and embraced social media to the point that it has become ingrained into their everyday lives. The statistics behind the use of social media and the different generations are staggering:

- 88% of Millennials get news from Facebook at least occasionally
- 36% of Millennials get news from Tumblr, 33% from Twitter, 23% from Reddit

Source:

<https://www.americanpressinstitute.org/publications/reports/survey-research/millennials-social-media/>

Generation Z has been often described as the “generation who could swipe before they could walk.” Thus, they have fully embraced technology as a whole.

- 85% of Gen Z visits YouTube over any other site
- 81% of Generation Z uses social media

With Generation Z, there is opportunity for Dawson to prime itself for their generation entering the workforce. “Giving this group a sense that it is doing something special or is a part of an important cause being pushed forward” is important. Thus, Dawson should look to use social media to brand their company that truly focuses on “Empowering others lives”.

For example (from sprout social):

“Redpepper, the agency McMullen works for, produced Claire’s award-winning Project BFF campaign, which drove tween girls in droves to a sweepstakes for a custom BFF necklace-creation tool.

One lucky winner’s design was sold worldwide. Gen Z’s sense of creativity and individuality was peaked, and over 20 days, the campaign resulted in three times the Facebook growth, a 27% increase in Instagram followers and nearly 100,000 visitors to the website and mobile experience.”

Although Dawson is not at all in the business of selling necklaces, this passage shows that there is a market for growth that could be huge for Dawson.

Social Media Stats:

- 18-24 Age Group Accounts for:
 - 45% of Snapchat Users
 - 28% of Vine and Tumblr Users
 - 23% of Instagram Users
 - 19% of Twitter Users
 - 16% of Facebook and Google+ Users
 - 15% of Pinterest Users

- 25-34 Age Group Accounts for:
 - 26% of Snapchat, Pinterest, and Instagram Users
 - 25% of Google+ and Tumblr
 - 23% of Vine
 - 22% of Twitter, Facebook Users

Source:

<http://socialmediaweek.org/blog/2015/04/9-major-social-networks-age/>

Instagram

In order to take Instagram and use it to its max potential to reach an audience, there are a couple of things Dawson should look to do. First, the group should be able to understand trending topics, hashtags, and the explore page.

After reviewing the Dawson Columbus Twitter handle, the company had great content in 2015. The company should look to have that same quality and type of content in the future. This could show how fun past events were, give details about upcoming events, and portray the office culture in a positive spotlight.

However, to maximize those growth efforts, Dawson should look to understanding advertising on Instagram. Post engagement for Instagram is a 3.36% where as other social media platforms have a post engagement percentage less than 1%. Advertising on Instagram has led companies to a slight increase in site visits, which could help turn the corner for Dawson.

Take Michael Kors, for example. One post that was advertised received 4 times the number of usual likes while receiving 33,000 followers, which is 16 times the normal rate as well. The post was able to reach 6.15 million people which is amazing in terms of engagement. This could be Dawson, with staggering numbers.

Source:

<https://econsultancy.com/blog/65939-20-instagram-stats-marketers-need-to-know/>

Twitter

Twitter can be powerful in reaching audiences. Dawson could use Twitter to accomplish a multitude of tasks, such as displaying community service, attracting employees and more clients. With a few adjustments, the company can take its current twitter page and make it swell in interactions and followers.

There are many methods behind success on Twitter, but first let's focus on general tweets and generating interactions and engagement. As defined by Twitter, an interaction is "Times a user is served a Tweet in timeline or search results." Engagement is "Total number of times a user interacted with a Tweet. or Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username/profile photo, or Tweet expansion." In order to increase interactions on Twitter, Dawson could do as followed.

Knowing when to Tweet - Tweeting on the weekends has been shown to have a 17% higher engagement rate than tweets during the week. Also, during commuting times of the day during the week, engagements are higher as well. Dawson should look to understanding when higher times of usage are and try to tweet with purpose, which will be explained later.

Tweet Photos - Tweets with photos are 2x more likely to get interactions and engagement rather than photos without. Dawson shouldn't just tweet generic photos however, but should look to have involved, awesome, and intriguing photography to go with events, gatherings, and maybe some job postings on the site.

Tweet Simple and Smart! - Tweeting smart consists of knowing a few facts when tweeting for engagement.

- Tweets are 12x more likely to be retweeted if the user asks, and is 23x more likely to be retweeted if the user spells out "retweet"
- Tweets with hashtags get 2x more engagement
- Tweets with less than 100 characters get 17% more engagement

Although those statistics don't have to be followed to the tee, there are good reasons to know them. Using these stats would allow Dawson to tweet with purpose, using images, hashtags and less wording to get the point across.

Retweets are a great way to increase engagement. If Dawson wanted to expand its reach for its job postings, then saying "please retweet" or "retweet this" with a link would be perfect for the company to try to increase applicants.

Hashtagging the correct words can allow other users to easily find Dawson's posts and Twitter account, which could increase applicants. Rather than using "#Columbus" which most would not check, including hashtags that align with the job that is being posted or the event being posted would be perfect for Dawson. Also, Dawson should get in the habit of watching Trending Topics. Companies who can spin and understand trending topics and use them for advertising are often companies in the forefront of social media, like iHop and Burger King.

Lastly, Dawson could possibly have their own hashtag campaign. This could increase users if users find that there are opportunities there. For example, for reselling sneakers at discount prices, users know to tag all tweets with "#RetailTuesday". While this event happens mostly on Tuesday of course, many users use the tag 7 days a week to sell and buy sneakers. Dawson could do the same, a "#JobHuntThursday" or something of the sort, to increase users and have a unique marketing campaign.

Source:

<https://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>

Facebook

Facebook also offers a platform for that Dawson to give insight about their company and the culture. In 2015, Dawson had awesome posts on their Facebook that consisted of volunteer events, company events, information, and smiles. One of the posts from 2015 had 21 likes, with no advertising. However, in 2016, outside of the College event, there's been a lack of posts like those last year. Dawson should look to pick up the posts on Facebook to get more people interested in the brand.

Using the social media tactics the company used in 2015 along with the consistency of the events held in 2016 for college students, Dawson could do great with Facebook exposure. To take that to the next level, Dawson should look into Facebook Ads, a system that allows for the company to advertise to their target audiences. Dawson could advertise events that helped others get jobs, to generate interests using Facebook.

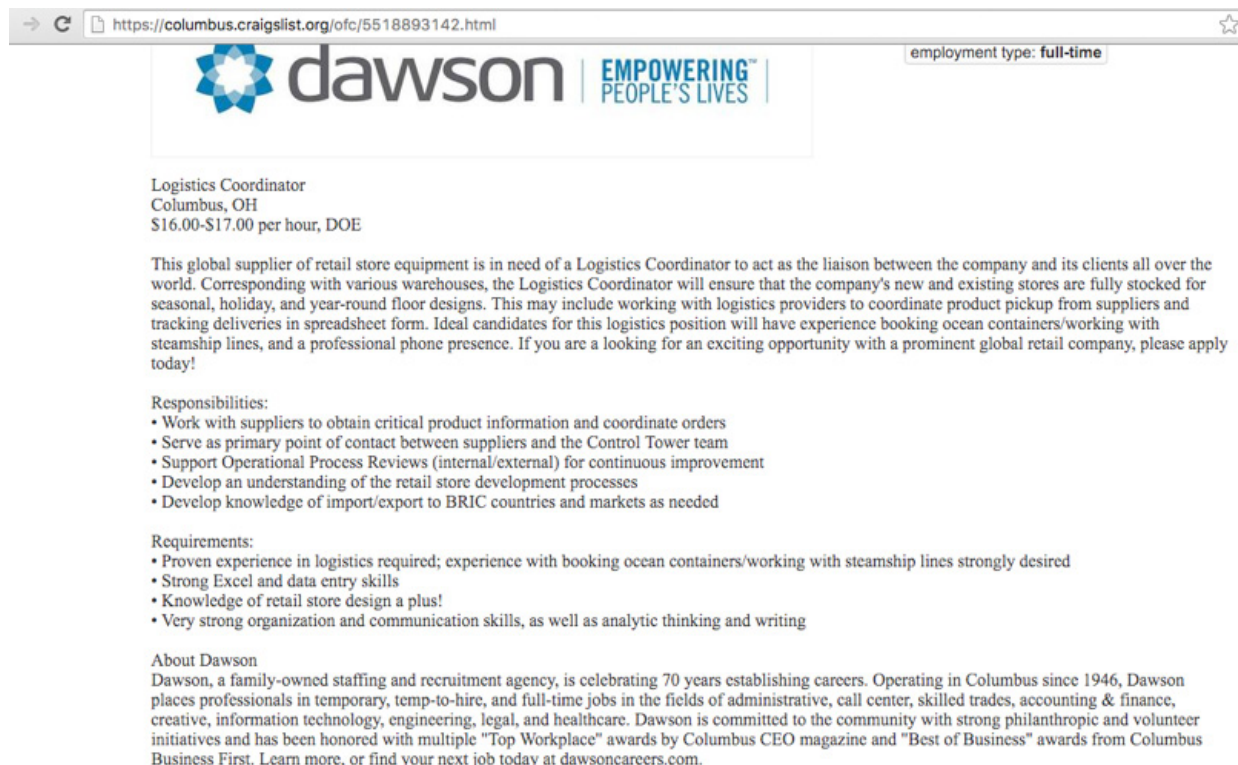
Application Process

Current Process

When reviewing the Dawson application process, it was anything but easy and quick. The job postings are split into a multitude of places, all requiring different interaction with the company.

Craigslist Postings:

The postings on Craigslist required applicants to call in rather than applying to the position in the same sitting.



The screenshot shows a web browser window with the URL <https://columbus.craigslist.org/ofc/5518893142.html>. The page header features the Dawson logo, the tagline "EMPOWERING PEOPLE'S LIVES", and the text "employment type: full-time". The job title is "Logistics Coordinator" in Columbus, OH, with a pay rate of \$16.00-\$17.00 per hour, DOE. The description states that Dawson is a global supplier of retail store equipment and is seeking a Logistics Coordinator to act as a liaison between the company and its clients. The job involves working with various warehouses, coordinating product pickup, and tracking deliveries. The responsibilities include working with suppliers, serving as a primary point of contact, supporting operational process reviews, and developing knowledge of import/export to BRIC countries. The requirements include proven experience in logistics, strong Excel and data entry skills, and knowledge of retail store design. The "About Dawson" section describes the company as a family-owned staffing and recruitment agency celebrating 70 years, operating in Columbus since 1946, and committed to the community through philanthropic and volunteer initiatives.

Logistics Coordinator
Columbus, OH
\$16.00-\$17.00 per hour, DOE

This global supplier of retail store equipment is in need of a Logistics Coordinator to act as the liaison between the company and its clients all over the world. Corresponding with various warehouses, the Logistics Coordinator will ensure that the company's new and existing stores are fully stocked for seasonal, holiday, and year-round floor designs. This may include working with logistics providers to coordinate product pickup from suppliers and tracking deliveries in spreadsheet form. Ideal candidates for this logistics position will have experience booking ocean containers/working with steamship lines, and a professional phone presence. If you are a looking for an exciting opportunity with a prominent global retail company, please apply today!

Responsibilities:

- Work with suppliers to obtain critical product information and coordinate orders
- Serve as primary point of contact between suppliers and the Control Tower team
- Support Operational Process Reviews (internal/external) for continuous improvement
- Develop an understanding of the retail store development processes
- Develop knowledge of import/export to BRIC countries and markets as needed

Requirements:

- Proven experience in logistics required; experience with booking ocean containers/working with steamship lines strongly desired
- Strong Excel and data entry skills
- Knowledge of retail store design a plus!
- Very strong organization and communication skills, as well as analytic thinking and writing

About Dawson
Dawson, a family-owned staffing and recruitment agency, is celebrating 70 years establishing careers. Operating in Columbus since 1946, Dawson places professionals in temporary, temp-to-hire, and full-time jobs in the fields of administrative, call center, skilled trades, accounting & finance, creative, information technology, engineering, legal, and healthcare. Dawson is committed to the community with strong philanthropic and volunteer initiatives and has been honored with multiple "Top Workplace" awards by Columbus CEO magazine and "Best of Business" awards from Columbus Business First. Learn more, or find your next job today at dawsoncareers.com.

While this method may work with Generation X, the number of Generation Y and Z in the workforce are increasing. This method of posting information contradicts the quick and easy contact that younger generations look for, and Generation X is starting to warm up to other aspects of the internet outside of Craigslist. After researching, we found that:

- Craigslist has gone from the 27th largest site in 2013, to the 41st largest site in 2015.
- Craigslist went from 28.4 Millions users in the United States in April 2015 to 23.8 Million in February 2016. (Source: <https://www.quantcast.com/craigslist.org>)
- As minutes spent on the internet has increased 40%, time spent on Craigslist has decreased by 6%.

Source:

<http://techcrunch.com/2015/04/10/as-vertical-marketplaces-rise-craigslist-faces-its-demise/>

Posting on Craigslist works for some, but is a thing of the past and is quickly fading. Here are some websites where Dawson could post in order to reach a wider, younger, work force.

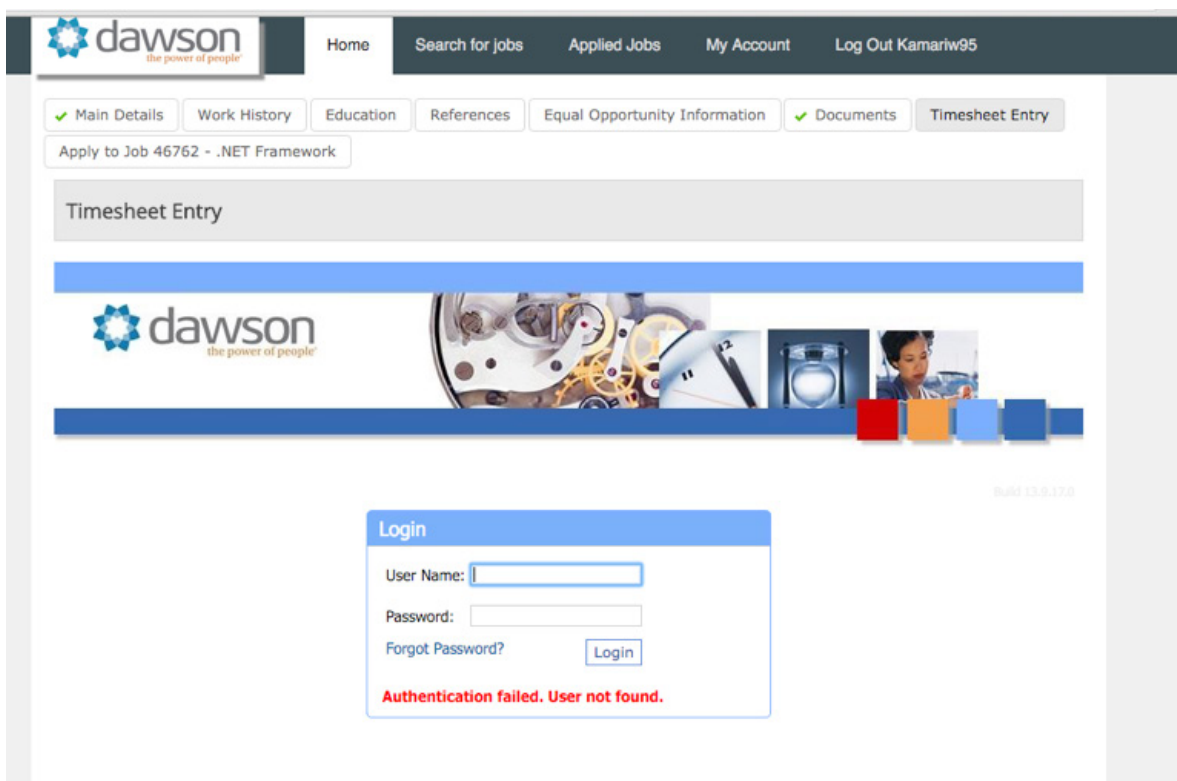
- Indeed
- Monster
- GlassDoor
- CareerBuilder
- Simply Hired

(Others are posted in in the article: <http://www.ebizmba.com/articles/job-websites>)

Website Postings

When visiting Dawson's website, the User Interface and Experience better suits younger generations. The design, color scheme, typography are modern and fit the scheme for a great website. When searching for content on the website, it was easy, readable, and accessible.

Looking for a job tended to be easy on the site, as there was a table that allowed for the user to scroll through a large table of open positions. However, when completing the application, there was a sense of confusion. As the application was completed, there were a couple sections that were repeated and didn't immediately seem clear as to if they were supposed to be filled out when applying.



For example, coming to the “Timesheet Entry” page in the application process was a bit confusing. As a new applicant, I wasn't sure how to access this page, if I was supposed to at all. It led me to stop the application and wonder if I was completing the correct application before I decided to click the “Apply to Job” section and hit the Apply button.

Website Fixes and Suggestions

Suggestion 1:

After applying for a few positions, I noticed that there was a mistake in job numbers. When I looked in the list of positions that I applied for, I saw that I applied for a Business Analyst role. However, when going through the list of open positions, I applied for the IT Software Developer role. Below are screenshots of the error.

48362	04/11/2016	Business Analyst	Contract
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Above is the job title that I saw that I applied for in my list of applied jobs. Below is what I originally attempted to apply for. I searched the same Job Number that the job above had and I came up with the IT role. There might be a mistake in the database due to jobs having the same numbers.

Job number	Published Job Title	City	State	Categories	View job details
48362	IT Software Developer	Columbus	Ohio	Information Technology	View

Showing 1 to 1 of 1 entries (filtered from 92 total entries)

Suggestion 2:

As I completed sections in the application process, often there wouldn't be any green check marks. For example, after finishing the Work History and Education section and moving on, there were no check marks stating that these sections were complete. This would be beneficial for those who are looking to complete the application. The example is below.

✓ Main Details	Work History	Education	References	Equal Opportunity Information	✓ Documents	Timesheet Entry
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Apply to Job 46762 - .NET Framework

Suggestion 3:

In order to attract a younger audience, Dawson should look to make the application easier to complete. Having the different sections is great, but the table inside of the sections did more harm than good in some cases. Also, a better resume generator would be great. The concept of the content being pulled from the resume is phenomenal, but after trying a few resumes the software did not work as it should have.

Different User Experiences When Applying:

When applying to Craigslist, the user has to call into Dawson, which is often seen as more of an outdated technique to Generation Y and Z. However, when finding jobs between the Dawson site and Twitter, the individual has a completely faster and easier experience, which would be great for younger audiences.

In order to better unify the application process, the company should look to shifting towards all applications coming through their website, rather than by phone, email, and the website. That would make the business more efficient and would better please the user who is applying for a job.

In order to attract Generation Y and Generation Z, a company's web presence has to be solid. These two generations don't seem to waste time and look to do effective work and have results quickly. Thus, to fit their style, Dawson should have a quick, easy, and effective application process online.

Rather than overhauling their current online processes, Dawson should look to shift its focus to its own website and move away from Craigslist. The website that Dawson hosts has an abundant amount of potential and has the power to do what Craigslist attempts to complete. However, Dawson's Job Portal (Job Listing, Application Process, etc.) could use a facelift. There are sections in the site that are repeated and could cut down on some of the size of the site.

Social media is a location where Dawson could use interactions to drive potential recruits to the Dawson site to apply for job positions.