

Hiring Seasonal Help? Know this.



With the need for seasonal help approaching, several industries will start hiring to fill seasonal jobs that support the influx of customers expected. Many of those employee candidates will be in the post-millennial generation — that is, those born after 1996, making the oldest of this group in their early 20's. Here are a few things to keep in mind both in how to recruit the talent you need and how to engage with them around benefits, training, and more.

Mentorships and Training

Because post-millennials will most likely enter your workforce as seasonal or part-time workers, or interns, investing in programs such as mentorships and on-the-job training is key. Post-millennials value hard work but take advantage of the opportunities that are placed before them. In fact, more post-millennials are working in unpaid internships today.

Corporate Conscience

Post-millennials care about the place where they work as much as the work that they do. It's important to consider your organization's corporate responsibility, which is defined as the ethical behavior of an organization to better its inner-community (its workforce), as well as society at large. Consider your organization's involvement in philanthropy, diversity, and multiculturalism. Encourage teamwork.

Financial Benefits

Post-millennials tend to be fiscally conservative and are more likely to save their money. In fact, according to the [Center for Generational Kinetics](#), 21% of post-millennials had a savings account by the age of 10.

Communications

Like millennials, post-millennials expect to be communicated to digitally. They are highly tech savvy and make use of social platforms to inform themselves and make decisions. Communicating via text, providing online training and educational videos where appropriate, and digitizing other touchpoints such as your benefits administration technology are important.

A total rewards package, even for seasonal and younger employees, is an important element in attracting the talent you need. Meeting them where they are in terms of how they work and communicate is vital.

With solutions for this generation or for industries that lean heavily on seasonal workers, ask your Alliant representative how we can help.

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