A Starting Point to Finding and Attracting Veterans

***Recruiting Veterans Requires Strategy, But Yields Huge Rewards***

Plenty of U.S. employers today are interested in bringing military veterans into their organizations, but somehow, too many of these companies are falling short of their goals.

Unemployment of post-9/11 veterans was 9% in 2013 and a troubling **21.4%** for the 18-24 age group, compared to 14.3% for non-veterans in that age range.

So what’s the problem? In some cases, veterans and employers simply do not know the best ways to find one another.

**Get Away From Titles**

This is a challenge, but it can be overcome.

A helpful starting point is re-thinking the way you present your job opportunities to veterans – and the way you look at veterans’ work history and experiences.

In the military, job titles do not always translate with titles in the civilian world. A U.S. Army logistics officer in the quartermaster branch, for instance, may be assigned to rigging parachutes or mortuary affairs. These are not responsibilities traditionally associated with logistics in the civilian world.

Keep in mind that civilian business titles can be confusing, too. Different companies may use different titles for a salesperson: from account executive to outside sales representative. And at the same time, marketing representatives may have a completely different role at one company than they would at another.

So when you are sharing a job opening, emphasize the skills and responsibilities that the job requires.

Tell veterans exactly what you are looking for, including:

* The job’s duties
* The position’s purpose and contribution to the company
* The level of education required
* Required coursework/degree programs
* License or certification requirements
* The need for supervisory skills
* Required technical skills
* Work environment, travel, and schedule requirements

Not only will these details help veteran candidates identify the opportunities that best fit them, the process of developing these details will help you better define the positions within your company and the types of employees you want to hold them.

**Worth the Effort**

Finding veterans who meet your specific qualifications is very doable: More than 80 percent of veterans’ military jobs correlate to positions in the business world.

And most veterans have far more than that to offer. They come to organizations with equally sought-after values and strengths.

These critical traits include:

* Proven ability to learn new skills and concepts
* Practical leadership skills
* Team players
* Experience working among diverse colleagues
* Respect for the value of procedures and accountability
* Awareness of technical and global trends
* Integrity
* Proven ability to overcome adversity and obstacles

Businesses that already employ veterans have seen these qualities for themselves. Consider a recent survey by the Society for Human Resource Management: **97%** of the HR professionals surveyed said military veterans bring a strong sense of responsibility to work.

To learn more about Voyig’s services for veterans and businesses contact us at 281-528-1264.