



# how to attract modern logistics workers.

five HR hacks to optimize your  
next logistics job description

# introduction.

Hiring in logistics roles has remained competitive despite downward trends in other industries throughout 2020 and beyond. The logistics sector has even provided opportunities for displaced workers from other industries during the COVID-19 pandemic, [Logistics Management](#) reports, especially given consumers' growing proclivity for e-commerce home deliveries over in-store retail shopping.

These trends are driving a structural and cultural shift in the logistics industry, even as technology-driven trends of 2019 remain top-of-mind for business leaders hoping to streamline operations with intelligent and automated solutions. But workers' desires have changed in terms of what the best logistics positions entail.

Now, both logistics workers and talented workers from other industries are looking for hiring companies that will provide them with safe environments and help them acquire skills that will support them in any industry as global job markets evolve. Security, professional growth, and technologies that will both streamline labor and improve safety are critical in this regard. As a hiring HR professional, standing out with a winning job description is your best opportunity to differentiate your company as you begin the hiring process.



# why is improving job descriptions so important in logistics.

In 2019, the [Society for Human Resources Management \(SHRM\)](#) described a job description as “the currency of recruiting — you should never hire without one.” But despite its importance, so many logistics HR professionals don’t have in place best practices for writing effective job descriptions.

Your job description will be critical as companies hiring for logistics roles engage a dynamic job market — one where recognizable brands like Amazon are hiring hundreds of thousands of logistics workers to fulfill the rising demand for e-commerce, and skilled workers from multiple industries uncertain about their futures look for opportunities in unfamiliar roles.

This guide provides logistics HR professionals with practical, contextual advice they can use to write better job postings. Starting with a deeper understanding of modern logistics workers, the guide will help you develop a successful approach — aligning the right candidates with the logistics roles for which you are hiring, and with the future success of your organization. Here’s what’s covered:

- an overview of the challenges HR leaders in logistics face today
- an analysis of what motivates logistics job candidates
- five techniques to improve logistics job descriptions
- a sample job description for a Logistics Coordinator role

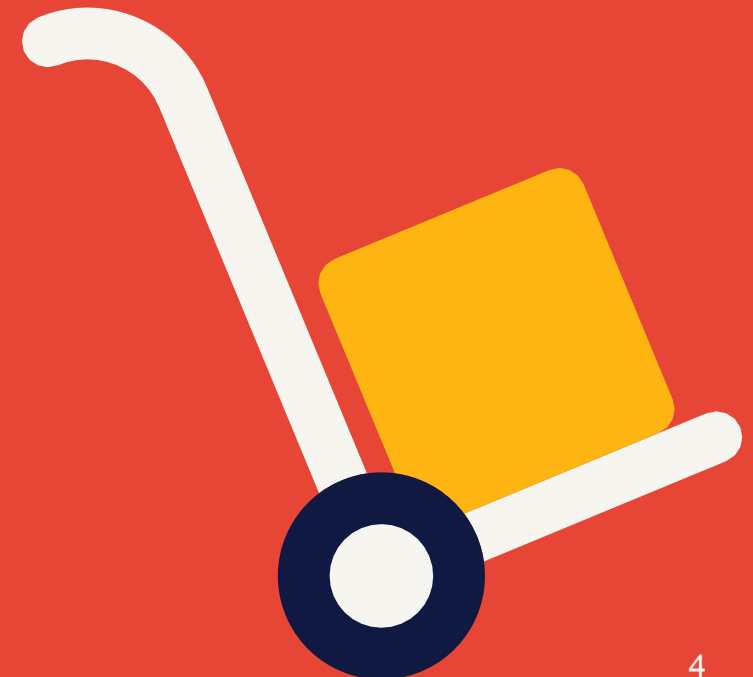


# what modern job seekers want in logistics roles.

Logistics roles are attracting all new types of job seekers, many of which may be excellent candidates despite not having much familiarity with the industry. This trend is in direct response to job losses across multiple sectors and the resiliency of the logistics industry as supply chains recalibrate and become even more essential.

But plenty of longstanding logistics professionals are looking for open positions as well, due in part to the disruptions to global supply chains that have put many of these employees out of work. These workers may nonetheless have similar dispositions in that they recently suffered a job loss — something that is sure to have a direct impact on how they perceive open logistics positions.

Potential logistics workers are grappling with another issue: the digital and structural transformation of the logistics industry, where fulfillment models are evolving to meet the changing demands of consumers. Out-of-work and even existing logistics employees may also be seeking jobs due to frustrations with how their existing companies have dealt with the pandemic. They may be looking for a safe harbor where safety and longevity are apparent upfront.





What do happiness and success look like for future logistics employees? Forward-thinking HR teams will realize there is an opportunity in these new requirements, where acknowledging these changes can help them create better and more desirable workplaces. Consider the following three priorities, described by [Logistics Management](#), where HR leaders can differentiate their job descriptions from others:

- Safety and security as part of an employee-first mentality.  
No matter their current or past line of work, new logistics employees are at high risk when companies don't put their safety first. Workers will be looking for companies that create plans — and act on them — as part of their upfront agreement with new hires.
- Opportunities to re-skill, upskill, and advance their careers.  
Many new workers may be great candidates but otherwise unfamiliar with industry best practices. These candidates, and even existing logistics workers, will look to opportunities to learn new skills or upskill to become more marketable in the logistics field.
- A clearly defined future with the company.  
Workers may see robotics, artificial intelligence, and other technology disruptions as potential threats to their roles (i.e., they fear they will “replace them”). Workers will look for employers with clear definitions of how workers' roles will evolve — and endure — alongside these new and exciting changes.

As a hiring HR leader, your task is to align your company with these desires enough to capture the attention of avid job searchers — many of whom may not have a specific industry for their next role in mind.



# how HR can deliver on modern logistics job seekers' expectations.

A job description is valuable real estate, and that space is too often wasted on lists of tasks that should instead be used for enticing invitations for future, successful logistics workers. Unfortunately, modern job seekers don't spend a lot of time reading job descriptions. The onus is on hiring managers and HR leaders to get their points across swiftly, piquing the interest of discerning candidates as quickly as possible.

Here are some common mistakes recruiters make when writing job descriptions:

- using jargon, slang, and acronyms that polarize and turn away candidates
- presenting a brain dump of requirements rather than a compelling advertisement
- using meaningless, redundant, or obvious qualifiers (e.g., "highly motivated")
- forgetting to include specifics about training, advancement, and health benefits
- attempting to write the job description within both HR and SME input

Job seekers more often look for descriptors that inspire them, help them visualize themselves in those roles, and help them visualize a future with that company. This includes a deeper understanding of how the industry is changing, where the jobs HR leaders are hiring for today may evolve to include new responsibilities, technologies, and skills.

Logistics HR leaders must think deeply about the most important aspects of their open positions, what makes working for their company great, and what constitutes the "right candidate." Then, they must maximize their chances of capturing the attention of those job seekers alone.



# five HR hacks that amplify logistics job descriptions for the right candidates.

At Randstad, it's our goal to empower HR leaders and hiring managers as they work to create the successful workforces and companies of tomorrow. As part of our ongoing research efforts, we've identified five methods HR leaders can leverage to improve future logistics job descriptions, starting today.

## 1. articulate what you really want from new hires

Do more with your next job description than simply describe tasks and responsibilities. The right candidates will align themselves with future goals, opportunities, and the value the role provides. This is especially important to workers looking to grow professionally with a company, improve their skills and marketability, and achieve some level of security.

## 2. optimize job descriptions for digital environments

Online job seekers can flip between dozens of job posts in seconds. They rarely spend time reading an entire job description if they are turned off by parts of it. Online seekers also use a range of devices. As a result, failing to optimize job descriptions for smartphones, for instance, excludes huge portions of potential candidates.

Here are some straightforward tips to ensure your job descriptions are easy to read and appeal to candidates browsing online:

- use Google Trends to create job titles, terms, and phrases your ideal candidates are most likely to search for; your job titles should be as close to exact as possible
- use bullet points and keywords that capture readers' attention as they scan multiple posts
- use large, purposeful subheadings to aid readers as they skim your post
- use bold words — sparingly but meaningfully — to draw attention to certain parts of the text
- be concise and precise, transmitting only what's necessary and of interest
- put the most attractive information near the top
- don't use jargon, acronyms, all caps, or cheesy callouts like "WANTED" or "HURRY!"

Adopt a digital strategy that helps you pinpoint potential workers as well. Low-cost, targeted social media ads can help you put your job description in front of the right candidates, so that you can avoid just hoping they find you online.

### 3. make the job attractive — not overwhelming

Grab the attention of candidates with the first three lines of your introduction. Connect with them on a personal level by being different from your competitors. Then, highlight the professional opportunities and benefits that come as part of the job's responsibilities. These may include:

- opportunities to acquire new skills that are both achievable and widely in demand
- details about amenities, benefits, and perks packages that differentiate you from competitors
- acknowledgments about the importance of job site safety and team support
- details about your company, especially how you are evolving with the industry



### 4. engage the right candidates for the job – those that will carry you forward

Your goal is to entice the right candidates to continue through the application process and softly push away candidates who won't grow with your company. Always draft a conclusion that is truthful and includes a call to action, but also make sure you set realistic expectations about the next steps.

Including instructions for multiple, tedious application steps can turn away good candidates. Design the call to action in your conclusion with your ideal candidates' strengths in mind. This provides a better experience for them and reduces the chances you will engage the wrong people.

### 5. communicate with candidates on their terms, with their values and ambitions in mind

Candidates aren't just interested in filling a role — they're interested in partnering with a company that will bring them long-term satisfaction and growth. Show candidates you understand how the industry is transforming and that your company is headed in the right direction. Show them you value employees willing to grow with you as well.



# the ideal logistics job description: logistics manager.

As you begin drafting your first new job description, consider the following sample from Randstad, created based on the best practices described above. Here a fictional company, 'Logistics Inc.,' has created a job description for the role of 'Logistics Coordinator.'

**[title]** Logistics Coordinator – full-time

**[Introduction]** Logistics Inc. is an employee-first company that is defining future roles in modern freight and transportation. Join us as Logistics Inc.'s next Logistics Coordinator and acquire the skills you need for a lasting and successful career in this evolving industry.

**[Requirements]** This is an excellent role for someone with 2+ years of experience working with diverse teams in dynamic office settings, even if you're new to the logistics field. Qualified candidates are results-focused with a willingness to learn what it means to be successful in modern logistics.

**[Purpose]** In this team-oriented role, you will work closely with international shipment teams to ensure the timely and safe delivery of machinery and parts to their appropriate locations. Successful candidates are comfortable working at a computer as well as being on the phone with a wide variety of stakeholders critical to successful operations.

**[Responsibilities]** Our Logistics Coordinators put the safety of team members and logistics partners first, even as they prioritize operational success. Candidates must be quality-minded and familiar with the basics of Microsoft Excel and principles of data entry; candidates must be comfortable providing both written and oral status reports to project stakeholders as well.

**[Benefits]** Logistics Inc. defines its success on the satisfaction and safety of its workers through a holistic and equitable employer-employee relationship, built on a mutual commitment to ongoing success. In addition to strict adherence to the latest safety protocols, employees benefit from comprehensive health and long-term financial benefits, along with key programs dedicated to their professional growth.

**[Call to action]** Logistics is critical to modern economies and represents one of the most exciting and evolving fields in modern business. Don't miss this opportunity to play your part. To apply, contact **[Name]** at **[Email]** with your resume and your three top career goals over the next five years. We will contact you within 10 business days regarding the next steps.



# getting started: setting up you and your organization for success.

For potential hires, your job descriptions are the face of your company. As global supply chains evolve, job descriptions for logistics roles will shape workers' perceptions about your company, its future, and the degree to which it has its employees' interests at heart.

Start a new chapter in your company's recruitment history. Make sure each of your job descriptions is a marketing tool for the role, your team, and your company. But most of all, make sure it serves as an opportunity for the right candidates' personal growth and success.

Randstad is the global leader in the hiring and HR services industry. By serving as a trusted human partner in today's technology-driven world of talent, we support people and organizations in realizing their true potential.

Do you need help hiring logistics workers for your company?  
[Contact us](#) today.



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