

New Candidate INSIGHTS

Learn about ideal Building Official candidates and what motivates them in their job search.

Problem Solver



I'm looking for a secure, well-paying job that offers flexibility. I'm up for a challenging environment, eager to learn new skills and highly value opportunities to advance and grow my career.

Young Employed Adult - Male
"Challenge me and watch me thrive"

STRATEGY

Be where they are to build awareness. Show them their skills are well suited and they will be trained for their job. Align marketing to their personal characteristics and technical backgrounds.

Ready to Launch



I'm looking for job basics like salary, security/stability, professional training, insurance and a pension plan. I'm eager to advance. Rapid career growth is appealing to me.

Students & Recent Grads - Male
"A career with a future for a new grad like me? I've got this!"

STRATEGY

Prioritize opportunities to advance, personal growth. Excite him with the continuous problem solving aspect of this career. Include college/university postings to reach this audience.

Community Builder



I am looking for a stable, rewarding job that challenges me and allows me to advance and work with others. I'm a little concerned about the high levels of responsibility and scheduling/hours.

Older Newcomer Adult - Female
"A supportive workplace culture helping to build my community? I'll join that team."

STRATEGY

Showcase the impact this role has on community to speak to her quest for meaning. Highlight positive aspects of work culture, environment and teamwork - this can help mitigate concerns around levels of responsibility.

Team Player



I am looking for a job that is stable with a good salary, benefits and pension. It needs to provide me with opportunities to learn, develop, and grow both professionally and personally.

Older Newcomer Adult - Male
"I bring a lot to the table. Sounds like a perfect fit for my skills and experience."

STRATEGY

Address their concerns around lack of experience/being unprepared by explaining how their various background provides them with skills to be successful as a Building Official.

Ambitious Nerd



I am looking for job basics such as salary, benefits, and security / stability. I want opportunities to advance in a job that is meaningful and rewarding.

Students & Recent Grads - Female
"I want to make a difference in my community while building a rewarding career. Win-win!"

STRATEGY

Highlight positive aspects of work culture, the opportunity for personal growth and visualize how we impact community. Include college and university postings to reach this audience.

Experience Matters



I am looking for a stable job with a good salary, pension and benefits. I also want to develop professionally by learning new skills and having opportunities to advance.

Older Established Adult - Male
"Great advancement opportunities and benefits? I'll get the job done right."

STRATEGY

Prioritize tangible benefits of this position such as salary, stability and pension.

