

SECTION 4

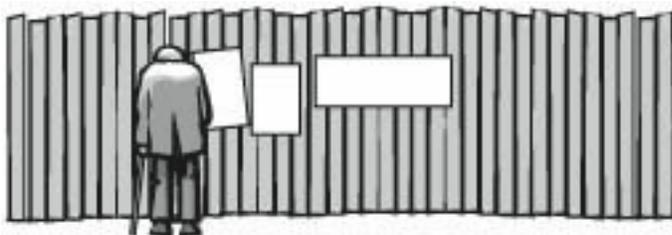
Recruiting Your PA

- Advertising – Where & How
- Sample Ads and Worksheet
- Using a Job Application – The Why
- Sample Job Application
- Section 4 Checklist

Recruiting Your PA

In this section, Recruiting Your PA, we'll look at where to advertise. Next, we'll look at how to place an ad in a newspaper along with some tips on writing an ad that can help you find interested applicants who are right for your job. Finally, we'll consider why having your job applicants fill out an application for employment can benefit you. These steps will help you recruit a PA who is a good match for you and your job tasks.

Advertising – Where & How



Advertising in Your Own Community

When you are thinking about where and how to advertise for your PA, consider the community you live in. You may be able to create an advertisement on a sheet of paper or a large index card and have luck placing it at your local:

- employment office
- grocery store
- Laundromat
- church
- community colleges/universities
- job service center
- career services department
- certain college classes related to disability issues
(See list of Kansas community colleges, colleges and universities in Appendix E.)
- social service agencies
- community newspaper
- free weekly advertising guide
- local Center for Independent Living

Call these places first, find out who to talk to and ask about their policies or rules for putting up your flyer or submitting your ad.

Get the Word Out



Telling family, friends and even people you meet that you're looking for a personal assistant can be a great way to find a PA. Get the word out to your case manager and others who employ PAs as well, that you are advertising for a personal assistant.

Word-of-mouth through friends and/or the person who is leaving can be an effective way to find your next PA. People who know you and the person they recommend can increase your chances of finding a reliable candidate for the job.

Placing an Ad in your Local Newspaper

If you feel the local newspaper will be the best route for you, call their classifieds department and speak with them about placing your ad in their employment section.

Be sure to ask about:

- prices,
- the best times to run your ad and
- how they will bill you for the ad.



Find out what payment options they offer. Remember, your payroll agent may pay for advertising so check to see if this is a service the newspaper provides.

Your newspaper contact will be a good resource for what to include, what to leave out and what they have learned works best for people. Asking questions will keep you well informed so you can make the best and most cost-effective choice for yourself.

Some questions you could ask include:

- What is the cost to advertise? Per word?
- What days reach the most readers?
- Is there a discount for running an ad a certain number of days?

Creating Your Ad

When preparing your ad think carefully about the information you will include.

Flyers can include more information than a newspaper ad because of the cost per word for the newspaper ad. Even though fewer words cost less money it may cost you more time answering phone inquiries from people who are not right for your job. For example, think about this ad:

Personal Assistant needed. \$8 hour. Flexible schedule. Call 123-4567.

People answering this ad will have to ask who they would be working for, what they would be doing, what days they would work and where the job is located.

Including more detail may help you more quickly find a person who is interested in your job. For example:

Parsons woman who loves gardening and pets is seeking a nonsmoking Personal Assistant to provide personal care, housekeeping and do errands. \$8 per hour. 8-11 a.m. M-F. Call Suki 123-4567.

Consider that adding more detail may get you phone calls from people who are better suited for your PA job. More details may “weed out” people who have little interest in the tasks, requirements or location of your job. Your goal is to write an ad that attracts applicants who may be interested in the job.

You’ll notice that we don’t recommend including your home address in your ad. You can tell the applicant your address if you decide to interview him or her. You may want to consider using the phone number of a friend or family member instead of your own. This will help you pre-screen the calls and make sure someone with the wrong intentions does not get through to you. If you have a friend or family member willing to take and relay messages for you, you may want to discuss this option with them.

Sample Ads and Worksheet

Here are some suggestions and sample ads for you to look at as you get ready to create your own job ad for a newspaper or flyer.

Sample Ads

Personal Assistant Needed

No experience needed; \$8.50/hour, about 20 hours/week; Help young guy who uses a w/c with personal care needs + running errands; computer skills and interest in rap music a must. Call Rob at xxx-xxx-xxxx.

P/T Morning PA Wanted

Looking for College Students to assist young mother with a disability. Duties include: personal care, errands, house cleaning. Must like kids. \$10/hour, M-F, 7 am – 11 am. Morningside Heights area. Call Renee at xxx-xxx-xxxx.

P/T Personal Assistant Wanted

\$9/hr, near university; assist woman with a disability in basic personal care and getting to school; no early morning hours! Start at 10 am; must be non-smoker who likes cats; call Carmelita – Leave message xxx-xxx-xxxx.

Personal Assistant Needed for weekends. \$8 hour/8 hours. Assist older but lively woman with personal care, shopping, and other errands. I love to go downtown to hunt for bargains and need person to assist on weekends only! Perfect for college student. Call Kim at xxx-xxx-xxxx.

Need someone 20 hours/wk

Personal Assistant needed to help with dressing, bathing, laundry, housekeeping. Need to be willing to go fishing with me. Must love dogs! \$9/hour. Call Jamaal at xxx-xxx-xxxx.

IT'S IN THE CLASSIFIEDS

WHAT TO INCLUDE IN AN ADVERTISEMENT:

Things that make the job appealing

- Flexible hours
- Interesting person to work with
- Great location
- Rewarding work
- Good experience

Important information to include:

- Hours of work or # of hours
- Pay
- General location (Do not give out your home address!)
- Phone number (yours or a friend's) to call or P.O. Box

An advertisement for me might look like:

Using a Job Application – The Why

A job application for employment can be a useful tool for you when you interview a person for your PA job. Find out from your payroll agent if there is a required form or if you will need to create your own job application. There is a sample job application on the next page.

Why Use a Job Application?

We can't stress enough the importance of using a job application! It gives you a chance to have written information you can look at later. This will allow you to spend more time talking with the person and getting a feel for their personality. It's a good idea to ask the applicant to bring a copy of their completed job application to the interview.

A Job Application is a Valuable Screening Tool

A job application gives the potential PA the idea that this really is a job and it needs to be taken seriously.

- It will show the potential PA that you are organized and in control of your situation.
- It may assist in screening out applicants who did not realize the details that go into this kind of job.

A job application may also discourage those with questionable motives when they realize you have some standards and expectations that need to be met. It can prevent abuse from the beginning by letting the applicant know you are aware of the potential for that type of situation; and that you are on the look out for it and will not tolerate it.

Remind all applicants that all of the listed employers and personal references may be contacted unless you have agreed otherwise. For example, applicants may not want you to contact their current employer. In this case, the applicant should provide a comparable employment reference for you to contact.

Sample Job Application

Applicant Name _____

Address _____

City _____ State _____ Zip _____

Daytime Phone (____) _____

Do You Smoke? Yes No

Times you are available to work:

Weekdays _____

Saturday _____

Sunday _____

Are you a U.S. citizen? Yes No

If no, give Alien Registration Card or Work Permit Number: _____

Transportation

Do you drive? Yes No

Do you have reliable transportation? Yes No

Do you have a valid driver's license? Yes No

Driver's License # _____

Criminal History

Have you ever been convicted of a felony? (A felony is defined as an offense punishable by imprisonment for one year or more.) Yes No

If yes, please explain:

Education

Name of School and Location	Dates Attended	Accomplishment
High School		
College		
Vocational		
Other		

Previous Employment

<u>Employer Name and Address</u>	Dates Employed	Salary	Job Duties
	From: To:		Supervisor: _____ Phone Number: _____ Reason for leaving: _____
	From: To:		Supervisor: _____ Phone Number: _____ Reason for leaving: _____
	From: To:		Supervisor: _____ Phone Number: _____ Reason for leaving: _____

May I contact your current/previous employers? Yes No
 If not, why?

Please list any additional qualifications or skills you feel are applicable to the position you are applying for:

Please provide the names, current address and current phone numbers of at least two personal references who are not related to you.

Name	Address	Phone
		()
		()
		()

I hereby certify that the information I have provided is true and accurate to the best of my knowledge.

I am aware that if an investigation reveals any false statements or information, I will no longer be considered for employment.

If already employed, employer reserves the right to terminate my employment at any time.

I hereby authorize employer or representative to conduct a background investigation into my character and past employment history.

Signature of Applicant

Date

Section 4 Checklist

Section 4- Recruiting Your PA Checklist	
Check here	
	I read about where to advertise.
	I understand that I could advertise using a flyer, telling friends and/or placing an ad in a newspaper.
	I read what to include in an ad or flyer.
	I know to ask the cost of a newspaper ad.
	I looked at the sample ads.
	I read about how I can use a completed job application to help me get to know the applicant.
	I understand how using a job application can help an applicant take this job seriously.
	I looked at the sample job application.
	I will find out if my payroll agent has a required job application for employment or if I need to create my own.
	I have enough information to write an ad.

