

Updating & Improving Maintenance Job Descriptions



Why Job Descriptions Matter



The Texas Apartment Association Education Foundation (TAAEF) works to help TAA members recruit, retain, and advance their most valuable resource, their people.

Recruiting talent is essential in all aspects of rental housing. However, our industry struggles most with recruiting, hiring, and retaining maintenance team members.

Why is this the case? A simple search of maintenance job descriptions often reveals outdated criteria and unrealistic expectations for experience and training. This issue will become even more pressing as we work to attract and train the next generation of maintenance professionals, especially as seasoned personnel retire, and replacements lack the same level of training.

The objective of this guide is to help companies evaluate their recruiting efforts, particularly in crafting job descriptions that effectively attract new maintenance talent into the multifamily industry.

Turning Things Upside Down

Typically, we find that companies are focusing on the WRONG things in a job description!

It is important for the job seeker to know about your company and the details of the position but it must be in a way that speaks to their interest, their skills and how they can be successful.

Try turning things upside down!



On the next page you'll find a graphic illustration of a typical posting that focuses on how great the company is rather than how great the company could be for the job seeker. If your postings look like the typical post, let's consider turning things upside down!

Typical Posting

How great WE are!
Leading company
#Units and/or portfolio size
What you'll NEED TO DO
What you'll NEED TO DO IT
What we want you to believe



The Upside Down Post

Leading company
#Units and/or portfolio size
What you'll NEED TO DO
What you'll NEED TO DO IT
What we want you to believe



**The more a person knows you care about them, the more they will care about your company!*

Language Matters



The language you use can determine the success of your recruiting efforts. Stay away from vague references or overused meaningless terms. Instead, opt for simple and authentic language. It is also important that your language reflects an appropriate reading level and comprehension for your audience.

The next two pages include examples of language to stay away from and terms to utilize. While the intent of your words may be real, make sure that the words you are using reflect this in a meaningful and truthful way.

Consider and share more than just pay and benefits. Why would a job seeker want to work for your company? *Examples of this can be found on page 7.*

Regular Review & Feedback

Reviewing and updating all job descriptions is crucial to ensuring they accurately reflect the evolving needs of a position, community, or company. Engaging individuals with firsthand knowledge of the position and the actual skills required for success is essential. Regularly reach out to maintenance and onsite team members for their input to ensure that job descriptions remain relevant and effective.

Reframing Language

Take care to avoid gendered terms, age-related, subjective terms, and generic language in your job descriptions. Instead, be specific, watch out for unconscious bias, and avoid superlatives and industry jargon.

It is crucial to be realistic and truthful about the type of experience and skills necessary, particularly in an entry-level position. Focus on your “must-have” criteria rather than a “nice-to-have” list. Vague verbiage may be perceived as deceptive.

See page 7 for examples.

What you Say 	What they hear 	Try this instead 
Looking for a Superhero.	Only a superhero can fix this mess!	Dedicated with a good work ethic.
Fast paced environment .	Long hours & lots of red tape.	Looking for someone who manages tasks and time well.
Self-starter.	There is no support system, you'll be on our own.	Takes initiative and gets things done.
Competitive Salary	Under market pay.	Generous pay. (must be true)
Amazing growth opportunity.	High employee turnover.	We will help you build a career.
Flexible hours.	Flexible hours for when we need you. Late hours and weekends.	List frequency of on-call schedule. (truthfully)

Positive Framing Language

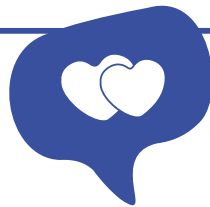
Enhance the appeal of your job postings to job seekers by crafting them to provide a realistic depiction of both the position and your company. Focus on your essential criteria rather than an extensive wishlist of skills and experiences.

Make sure that your posts include:

- *Why work here*
- *How we'll help you succeed.*
- *Requirements of the job.*
- *Why our company is right for you.*



Utilizing positive language architecture can significantly enhance the success of your job postings. Here are examples of positive statements that can be beneficial, as long as they accurately reflect your company's culture and practices:



- We are a best place to work.
- We will give you everything you need to be successful.
- Build a career. Making you successful is our goal.
- Every person is treated with respect and appreciation.
- Every person is treated with respect and appreciation.
- Our associates are why we are successful.
- We train, coach and mentor team members.
- A healthy team environment.

Sample Entry-Level/Novice Post

We are looking for people that enjoy working in a great team environment, learning, making repairs, and communicating with customers. Our company is seeking an entry level maintenance technician to join our team. In addition to generous pay and benefits, we want to help you build a career and invest in you!

No licenses or certifications required, and if appropriate we will help provide the training and resources you need to obtain them.

Requirements:

- Reliable transportation.
- Basic set of hand tools.
- Professional appearance and ability to interact with a variety of people including our residents, vendors, and team members in a courteous manner.
- Ability to work a flexible schedule which may include weekends, evenings & holidays when necessary and to cover on-call emergencies. Additional pay for being on-call.

The technician will perform general maintenance and repairs to ensure apartment homes and other property facilities are in good working condition. Responsibilities include: preparing apartments for move-in and include entry level troubleshooting, and repairs on heating, ventilation and air conditioning (HVAC) units; electrical appliances, outlets, and light fixtures; plumbing, carpentry, and locks etc.

The Technician will also follow a planned preventative maintenance schedule and communicate with residents after repairs are complete.

If you are looking for a great place to work where you will be able to build a career, get all the training you need and work with great people contact us for more information.



Sample Beginner Post

We are looking for people that enjoy working in a great team environment, learning, making repairs and communicating with customers. Our company is seeking a Maintenance Technician with some experience or relevant skills to join our team. In addition to generous pay and benefits, we will help you build a promising career and invest in you. We take care of our people!

No licenses or certifications are not required in this position. If you are a great candidate and need them, we will provide the resources to achieve them.

Requirements

- One to three years of experience in multifamily property management, facility maintenance, and/or relevant trades
- Reliable transportation and your own basic set of hand tools.
- Professional appearance and the ability to interact with our residents, vendors, contractors, and fellow associates in a professional manner.
- Ability to work a flexible schedule including weekends, evenings, and holidays when necessary, and to cover on-call emergencies. (You will receive additional pay for being on call.)

The technician will perform general maintenance and repairs to ensure all aspects of the property are in good working condition.

Responsibilities include preparing apartments for move-in, beginner level troubleshooting, and repairs on HVAC units; electrical appliances, outlets, and light fixtures; plumbing, carpentry, and locks etc. The Technician will also follow a planned preventative maintenance schedule and communicate with residents after repairs are complete.

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Sample Intermediate Post

We are looking for people that enjoy working in a great team environment, learning, making repairs and communicating with customers. Our company is seeking a Maintenance Technician with some experience or relevant skills to join our team. In addition to generous pay and benefits, we will help you build a promising career and invest in you. We take care of our people!

Licenses and certifications are preferred but not required in this position. If you are a great candidate and don't have them, we will provide the resources to achieve them.

Requirements

- Minimum of 3 years of experience in multifamily property management, facility maintenance, and/or relevant trades which include mechanical knowledge and skills.
- Reliable transportation and your own basic set of hand tools.
- Professional appearance and the ability to interact with our residents, vendors, contractors, and fellow associates in a courteous and professional manner.
- Ability to work a flexible schedule including weekends, evenings, and holidays when necessary, and to cover on-call emergencies. (You will receive additional pay for being on call.)

The technician will perform general maintenance and repairs to ensure all aspects of the property are in good working condition. Responsibilities include preparing apartments for move-in and include beginner and intermediate level troubleshooting, repairs on heating, ventilation, and air conditioning (HVAC) units; electrical appliances, outlets, and light fixtures; plumbing, carpentry, and locks etc. The Technician will also follow a planned preventative maintenance schedule and communicate with residents after repairs are complete.

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Sample Advanced Post

When developing a description for an Advanced Technician, it is our recommendation that you build off the intermediate technician's job description and customize as appropriate for the specific needs of the property or position. Make sure that you are realistic in your requirements and that the description is representative of the current needs of the position.



Acknowledgments



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To learn more about Service Team Training please visit,
www.serviceteamtraining.com or reach out to mark@serviceteamtraining.com

To learn more about the tools and resources
Texas Apartment Association Education Foundation visit www.taaef.org.