Workforce Development Research Project

Strategies for Recruiting Older Workers

Why is a recruitment strategy needed for older workers?

Despite labor shortages, older adults face ageist biases and hiring discrimination and the value that they bring to the workplace is often overlooked. Focused recruitment strategies can attract key talent diversity, including the lived experiences and perspectives older people offer. Being mindful of ageist language and stereotypes and focusing on the positive attributes of older adults creates more effective recruitment strategies for older adults in your area. Well-crafted recruitment strategies will mitigate ageism in hiring processes and promote inclusivity, making the workplace more adaptable to the needs of a multigenerational workforce.

Strategies for recruiting and retaining older adults	
Purposeful Roles	Emphasize meaningful work that goes beyond typical job functions to attract older workers seeking significant careers.
Flexible Schedules	Offer adaptable work hours to accommodate personal needs and health needs to retain older adults.
Soft Skills Focus	Highlight soft skills like customer service and interpersonal abilities in job ads targeting older adults, aligning with positive stereotypes about their experience.
Physical Accommodations	Adjust work environments to suit each individual older worker's capabilities, including ergonomic settings and assistive tools.
Clear Communication	Ensure transparency and effective two-way communication to increase job satisfaction among older workers.
Community Building	Foster a fun and inclusive workplace culture to enhance morale and promote employee engagement.
Continuous Training	Offer ongoing training for all employees, embracing the capability of older workers to learn and adapt.
Combat Ageism	Actively address age bias through inclusive practices, policies, and highlighting the contributions of older workers.
Partnerships	Build partnerships with other organizations to benefit from learning from each other.

Demonstrating Age-Inclusivity

Age Discrimination in Recruitment

- ❖ Be aware that approximately one third of workers aged 50-70 say their age puts them at a disadvantage during job searches.

Embed Age in Diversity Policies

- ❖ Include age-inclusivity statements in job ads.
- ❖ Account for how age interacts with other characteristics in recruitment.

Monitor Age Data

- ❖ Collect and analyze age-related data to understand and improve age diversity.

Eliminate Age Bias in Job Ads and Educate on Age- Inclusivity

- ❖ Avoid stereotyped language that deters older applicants.
- ❖ Train staff to recognize and reduce age bias.
- ❖ Foster a workplace culture that values contributions from all ages.

Benefits of Age-Inclusivity

- ❖ Enhances productivity; businesses with more workers aged 50+ are more productive.
- ❖ Promotes knowledge sharing across generations, benefiting the entire workforce.

Resources

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