



Navigating Today's Candidate-Driven Market

Q&A WITH GINNI MASTIN,
PRESIDENT & FOUNDER
OF MATERN STAFFING

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ob seekers are calling the shots while hiring managers are struggling to find talent. In February 2019, the U.S. Department of Labor announced that the number of job openings reached a record high of 7.3 million, exceeding the number of job seekers for 10 consecutive months. While overall the economy may be benefiting from this, hiring managers are having a more difficult time.

We sat down with Ginni Mastin, president and founder of Matern Staffing, a locally owned, full-service employment agency based out of Fredericksburg to learn what hiring managers need to know.

What are the current trends for hiring and unemployment in our region?

Currently the unemployment rate is at a low, around 2.8 percent in our region. It is no longer an employer-driven market; it is a candidate-driven market. The candidates realize that the power has shifted. As a result, these candidates are no longer tolerating weak employer brands, painfully slow application processes, numerous interviews and a distasteful candidate experience. It is as if you must roll out the red carpet.

What fields are experiencing the biggest pinch?

It was always the healthcare field, but now it is every field.

The U.S. Department of Labor is predicting a shortfall of over two million skilled workers by 2020. What does this mean for employers, and how should they respond?

Businesses may find that they cannot meet the demands of their customers, which means a loss of potential growth. Businesses can be proactive by working with local trade schools, high schools, work release/re-entry programs and community colleges to educate future workers about the opportunities out there. I am a big believer in job shadowing, internships and entry-level programs for young workers.

What do you think about apprenticeships and their role in filling the talent gap?

Apprenticeships can be great at helping to fill skills gaps because workers can gain work experience while learning classroom instruction. We need to make sure workers finish programs like these to completion, so they become masters in their new skills and maximize their earning potential.

What do businesses need to know that are looking to hire right now?

There is so much competition out there right now; it is challenging to find qualified, dependable workers. The talent pool is small, and everyone is looking for that one person. The top three things that impact a successful hire are defining the right skills and attitudes required for the job, the quality and quantity of your candidate pool, and confirming that the candidate can do the job with the right attitude.

What are the top things that affect a successful hire?

People truly are the backbone of a company. One way to ensure a successful hire is to know your vision and working environment. Knowing your culture should help you build your pipeline. You want all your departments to be cross-functional. To help with this, have various department heads interview job candidates, regardless of the role for which they are applying. It will give you the opportunity to truly evaluate whether or not a candidate is a great fit for your culture. Those hiring for positions within their department tend to ask role-specific questions, whereas team members from other departments can evaluate whether the candidate is a personality and cultural fit. Take a team approach! Also, make sure your onboarding is streamlined and efficient. When you onboard, follow up with your new hire with a 30-, 60-, and 90-day check in to make sure they are getting the training and resources they need.

What is the best way for a company to get the best talent?

Start with a strong recruiting department. Also, be creative with your hiring package, such as including benefits, 401k, paid time off, extended maternity leave and telecommuting/flex hours.

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The team at Matern Staffing from left to right: Jenna Hudspeth, Teresa West, Ginni Mastin and Michelle Jones.

Matern Staffing provides temporary, temp-to-perm and direct hire placements. The company specializes in all aspects of administrative, information technology, government contracting and manufacturing positions.

As president and founder of Matern Staffing, Ginni is responsible for the general operations of a full-service employment agency including marketing, sales, client accounts, employee recruitment, payroll and customer service. Before founding Matern Staffing, Ginni worked alongside her mother, Cindy Duffer Matern, at Stat Employment. She is a current member of the Fredericksburg Chamber of Commerce, where she also serves on the Chamber's Network of Enterprising Women committee. Ginni is also a current member of the Rotary Club of Stafford, where she serves as the vocational chair and Interact Club sponsor. She also recently joined the Caroline County YMCA Board of Directors.

- Interview by Kristin Mills