This is a poorly written advertisement found on an online job site. Aside from the job title, there’s no description of the job requirements. Nor is there any mention of what the company is looking for in a candidate. This ad is focused almost solely on the salary and benefits. While these can be important, an ad like this tends to attract candidates who are primarily concerned with compensation. In addition, this type of ad will draw a lot of unqualified applicants, thus wasting much time and resources to sort through them all.

Also notice that there is no contact information for the company. The candidate’s sole means of communication is the “Apply Now” link.

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This document provides support material for an article on “Finding, hiring, and retaining employees” in Distribution Center Management.

Interested readers may learn more or purchase a copy by visiting http://www.DistributionGroup.com or phoning (212) 228-0246. © 2006 Alexander Communications Group, Inc. All rights reserved. No part of this article may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying or otherwise without the prior written permission of Alexander Communications Group.
There are several positive aspects to this advertisement, which was found on an online job site. First, the ad offers several ways to contact the DC. In addition to the email and fax, it also provides details for applying in person.

In addition, this ad does an excellent job of outlining the responsibilities, skills, and physical abilities required. Also notice that the company promotes its incentive program, but does not make it the central feature. On the downside, the ad goes into a little too much detail at times. For example, it’s not necessary to include such things as “Report and respond to unsafe conditions during shift.”

**PERISHABLES ORDER SELECTOR**

- **Company:** [Redacted]
- **Location:** [Redacted]
- **Base Pay:** $13.50 Hour
- **Other Pay:** Up to $5.00 per hour incentive, bonus possible
- **Employee Type:** Full-Time Employee
- **Industry:** Food, Industrial, Other Great Industries
- **Manager Others:** no

**Job Type:** Warehouse Distribution - Shipping Grocery

- **Req’d Education:** None
- **Req’d Experience:** At Least 3 Years
- **Req’d Travel:** None
- **Relocation Covered:** No
- **Posted Date:** 10/5/2008
- **Division:** TX/SA

**DESCRIPTION**

$13.50/hr starting pay

*BONUS POTENTIAL of up to $5/hr!

We prefer candidates who have experience selecting orders while driving a pallet jack and working under tight production standards.

--- MUST BE WILLING TO WORK NIGHTS ---

**** MUST BE WILLING TO WORK EVERY WEEKEND ****

!!! HEAVY DUTY REPETITIVE LIFTING !!!

This job is working in the Distribution Center for [Redacted]. The Distribution Center is located north of Fort Worth and west of Lewisville. It is convenient access to Dallas and Fort Worth.

APPLY IN PERSON 24/7/365

Requirements:

**NIGHT SHIFT**

**ABILITY TO WORK WEEKENDS REQUIRED**

**HEAVY REPETITIVE LIFTING**

Various number of hours must be flexible.

Working in Distribution Center Environment

Working mostly in the cooler with temperatures of 32-40 degrees F. Some work in the freezer, in very cold temperatures, as cold as 30 degrees below zero. Heavy lifting required, of cases weighing 40-100 lbs, lifting 220-250 cases per hour, throughout shift. Manually build pallets of heights up to six feet. Maintain a clean and safe work environment, being alert to safety rules. Ensure product is stable and correctly stacked on pallets. Report and respond to unsafe conditions during shift. (ie spills, rack damage, etc.) Operating a pallet jack to pull orders with accuracy and attention to detail. Perform lift downs with pallet jack while maintaining 95% production performance.

AN EQUAL OPPORTUNITY EMPLOYER MF/D/V

**QUALIFICATIONS**

Distribution Center experience a plus.

Working Conditions and Physical Functions:

* Ability to work in varied cold to freezing temperatures, freezer suits provided by company.
* Ability to effectively communicate with customers and co-workers. Visual acuity sufficient to read product labels, coupons, and prices.
* Independent mobility within the department. *Standing and walking for 6-10 hours.
* Strength to lift, push, pull or objects weighing at least 40 pounds at one time, totally up to 3,000 lbs per hour.
* Ability to drive an electric pallet jack.
* Ability to work a flexible schedule, including weekends.
* Ability to contribute to a team environment.
* Ability to bend, push, pull, stoop, crouch, reach, and lift.
* Maintain steady production pace for entire shift, with production expectation of 95%. Proven record of dependability, good attendance.
* Perform other duties as required.

We regret that only those being considered will be contacted. You may reapply after 60 days.
Our state-of-the-art Distribution Center (DC) acts as a hub at which merchandise is received from vendors and then shipped to REI stores and to customers who shop online or via telephone. DC staff is responsible for receiving merchandise from vendors; pricing merchandise; planning efficient warehouse storage; picking, packaging, and shipping orders for stores and Direct Sales customers; monitoring and resolving inventory discrepancies; and handling damaged or defective merchandise for return to vendors.

Typical positions at the Distribution Center are merchandise handlers, and receiving, marking, wrapping and shipping clerks. Many of these positions are seasonal. In addition, we have staff involved in logistics planning at our headquarters (for information, see Merchandising on our Headquarters page).

Our Distribution Center is located in Sumner, Washington, 37 miles south of Seattle.

I started working at our distribution center as a seasonal employee. That part-time job has developed into a fun and exciting career as a member of our DC supervisory team. I will support your desire to grow within the company to achieve your goals. Plus, I get to work with amazing people every day. - Kenneth V.

Job Profiles:

Merchandise Handler:
Merchandise Handlers accurately pick or stock merchandise in a timely manner to ensure department goals are met while operating equipment in a safe and cautious manner. Merchandise Handlers also pack and route merchandise for our online and phone customers, and our retail stores. Merchandise Handlers use Radio Frequency (RF) systems to aid them in their work. All Handlers must have an ability to lift and shift boxes weighing an average of 20 to 30 pounds throughout a full shift of work, with a maximum of 65 pounds.

Receiving Clerk:
Receiving Clerks are responsible for accurate and timely receipt of incoming merchandise. Receiving Clerks must have strong attention to details with the ability to produce high quality and quantity of work. They must be able to lift 65-pound cartons using safe lifting techniques throughout a full shift of work, and they must have previous distribution center experience (one year) that involved vendor packing lists, product handling, and product flow in a production environment.

Marking Clerk:
Marking Clerks—also known as Split-to-Store or STS Clerks—check, ticket, split and pack full case quantities of merchandise while maintaining standards of quality, accuracy and completeness. Marking Clerks are able to maintain a full shift of light/medium work while standing and be able to guide and shift boxes weighing an average of 20 pounds, with a maximum of 65 pounds.

Order Fulfillment Wrapping Clerk:
Wrapping Clerks accurately process the maximum number of orders while maintaining the quality of packaging of orders to our customers to ensure their satisfaction. Wrapping Clerks demonstrate an ability to handle multiple tasks, have a strong attention to detail, and have the ability to lift up to 50 pounds using safe lifting techniques throughout a full shift of work.

Shipping Clerks:
prepare and load cartons of merchandise for safe, secure and accurate shipment to our retail stores. Shipping Clerks work with electric and manual pallet jacks to prepare merchandise to be loaded onto trailers for Retail outlets and bulk shipments, including returns to vendors and oversize shipments. Shipping Clerks maintain a medium to heavy workload, routinely moving and lifting boxes that weigh up to 65 pounds.

Job Openings

A different type of ad, this information is permanently posted on the company’s website. Those who are interested can click on a link to see which jobs currently have openings.

This site provides a good overview of the different tasks. It also does a good job of establishing the DC as a place to build a career. The many different positions and opportunities signal the potential to advance.

The employee testimonial is a nice touch. It helps create a team atmosphere.

One caveat to this type of ad is that the company should have a steady need for new employees. Job seekers will be turned off if they routinely visit the site only to find that there is nothing available when they click on the “Job Openings” link.