

Recruiter Spotlight: Barbara Aprilakis, Betterment

By Taylor Dowd

During her senior year at Marist College, Barbara became the Council of Industry's first HR intern. Throughout her tenure, she played a crucial role in helping launch the Council's Collaborative Recruiting Initiative and shaping the programs and services offered. Upon graduating college in 2018, she accepted a position at Betterment as a recruiting coordinator. A year and a half later, she was promoted to senior recruiting associate. Now, she's a full-time recruiter. Primarily, she focuses on hiring engineers. She credits the Council of Industry as a major stepping stone in landing her position at Betterment.

The Day to Day

Hiring is the main priority of Barbara's job. Every quarter, she assigns specific roles based on a hiring plan. To reach potential candidates, she uses LinkedIn, posts on job boards, and emails targeted manufacturing groups. She conducts phone interviews and works with hiring managers to create interview plans. Systems like competency-based assessments ensure fairness and inclusivity in the hiring process, a crucial step for the HR team. Project management is another responsibility of hers, such as creating interview training for employees and working on projects that contribute to specific goals. "Betterment is a very mission driven company: our whole mission is to disrupt the financial services industry and make money and financial advice so much more accessible to everyone," she says.

Interning at the Council of Industry

Barbara's time at The Council allowed her to expand on her skills and acquire new ones as she developed in HR. She assumed the responsibility and independence to work on projects and learn through working. Her first taste of interviewing regularly came from this internship, as constant phone call meetings became a norm. The Council of Industry's team is very small, which Barbara says was pivotal to her learning. "Working with the Council of Industry and being on such a small, scrappy, resourceful team where you can wear a lot of different hats really positively impacted me. I've actually touched so many more things than I've ever had in any of my other internships. There's a lot of opportunities to work on a lot of different projects that you might not be able to do at a larger company." She talked to candidates, learned more about them, and helped them find positions. The Council exposed her to understand the manufacturing industry and what jobs are required at local companies. Learning these skills and working with The

Council's team eventually helped lead to her decision to seek work in HR. "I was able to learn while interning at the Council of industry, which has been so effective and allowed me to really hit the ground running at Betterment full time. It definitely set me up for success--it's something so important and something I really value."

Collaborative Recruiting Initiative

With Barbara's help, the Council of Industry launched the Collaborative Recruiting Initiative, HVMfgjobs.com. As the #1 resource for manufacturing jobs in the Hudson Valley, HVMfgjobs.com fills an average of 150 jobs annually and has over 10,000 resumes on file. The site has streamlined the hiring process for companies and simplified the application process for employees. A one-stop-shop for manufacturing jobs, the website allows applicants to browse and apply for jobs and submit all necessary materials to the company. Some of the most commonly filled positions are entry-level and high-level--more specifically, engineers, HR managers and directors, marketing managers and graphic designers. Skilled workers and apprentices have also found success in locating positions through the database. Jobs listed on the website benefit from being shared to larger job boards, allowing exposure across multiple platforms. HVMfgJobs is a stand out for local companies because of the Council of Industry's personalized and dedicated assistance. The Council will connect with your company and hiring managers to optimize job descriptions and listings, connecting you to local talent and finding ideal candidates. Visit HVMfgjobs.com or contact Johnnieanne at jhansen@councilofindustry.org to learn more.