



How to Get Up and Running with a Job Board for Associations and Chambers

*Creating value for job seekers, employers, and your
organization with an online career center*



Member-based organizations make connections — and in many cases, connections are made specifically to grow businesses, industries, and careers.

Hosting a branded job board on your organization’s website just *makes sense*, and will attract:

- employers advertising industry-specific jobs;
- job seekers on the hunt for relevant opportunities;
- non-members who find value in members-only career center benefits

You WANT to become the hub of connection where candidates go to apply and share resumes, and for employers to find qualified talent.

If your association or chamber has a job board on its website, or you’re considering launching one, this guide is for you! We’ll show you how to highlight (and tap into) the value an online career center offers for job seekers, employers, and your organization — so that EVERYONE makes connections and finds success.

1

Creating value for job seekers

Your online job board has two audiences: job seekers and employers. For job seekers, you want to hone in on how your career center gives them a more direct path to connecting with those employers:

Members-only job seeker benefit:

Some associations and chambers choose to make their entire online career center accessible only to members. Consider your audience and how this may add to overall membership value.

- ▶ **Seek relevant job opportunities**
Communicating with the right employers in your community, industry, or field will ensure that listings in your career center will be hyper-relevant. In time, job seekers will know they can rely on your website to find vetted opportunities that are backed by an authority.
- ▶ **Point out that there's less competition**
It's a numbers game: since your job board will have less overall visitors than the big ones (i.e. Indeed, ZipRecruiter) job seekers will likely find opportunities faster than others visiting those more saturated websites — and in some cases, may find opportunities that employers choose to *only* share with your audience. (Talk about exclusivity!)
- ▶ **Give them a platform to share their expertise**
Does your online career center feature a resume bank? Providing a place where job seekers can upload their resume and materials is another great way to help them stand out to employers.

2

Creating value for employers

Now, let's talk about your online job board's second audience: employers. You **NEED** involvement from employers in your industry or community in order for it to be a success — and, ideally, that involvement will be consistent. Luckily, employers know the value they gain from your stamp of approval and connections, too.



► **Sell them on access to qualified candidates**

Just as job seekers don't want to wade through irrelevant job postings, employers don't want to read resume after resume with only a small fraction of them being qualified. When talking to employers about your career center, really *sell* the value of appearing on your website by showing them:

- Engagement numbers (unique visitors, job alert subscribers, etc.)
- A resume or two from the resume bank
- Members' professional accomplishments
- Successes of other employers (how quickly positions are filled, decreased turnover rates, etc.)



Members-only employer benefit:

Don't reserve added value for member job seekers only — consider how you can play with levels of benefits for employer members, too. For example, maybe employers who are members can post two jobs per year for free.

► Highlight the free marketing

You also shouldn't be shy about the free promotion that employers receive just by being included in any career-center-related marketing. Mentions on your website, in emails, and on social media are ALL valuable.

Pro tip: this added exposure might be something you take into consideration when deciding how to price job listings.

► Set them up for success

When assessing **platforms** for hosting your online career center, keep the ones that give employers some self-service access on your shortlist. You want them to, at the very least, be able to purchase posts and bundles, extend listings, and edit posts all on their own. (More confidence for them, less work for you!)

Creating value for your organization

Any activity that you put time and resources into should benefit the organization, too! To get the most out of your online career center for your association or chamber, make sure you take the following steps:

- ▶ **Assess avenues for generating non-dues revenue**
Charging employers a fee to post jobs is not uncommon (we see \$100 per post on average) and can be done a variety of ways. (i.e., member vs. non-member pricing; free posts for higher levels of membership.)
- ▶ **Capitalize on member engagement**
Done well, your online job board will be a hub connection, buzzing with engagement of members and non-members alike. If you offer a mentorship program, provide resume and cover letter services, host networking events, or manage any other career-focused programming, consider how those activities complement the actual job opportunities listed in your online career center. (Give them the resources AND a path to success!)

► **Use the success of your online career center to recruit new members**

Depending on your organization, members could be job seekers, employers, or both! Use the value we've outlined here (and more that you discover) as *reasons to join* — and if they're employers, be sure to highlight any savings they enjoy for posting a job, too.

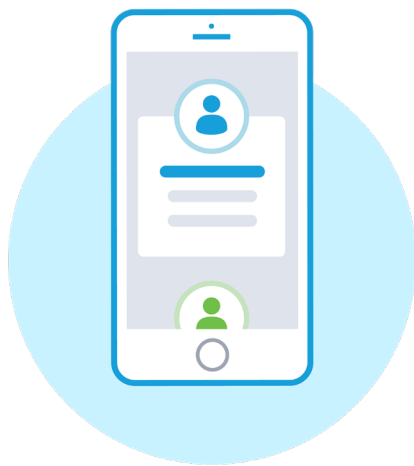


BONUS

8 extra tips

for continuing to promote your job board

Job board software that's easy to maintain is ideal — but, ease-of-use doesn't mean you can set it and forget it. Organizations with the most successful online career centers continue promoting it to job seekers and employers alike.



Luckily, an ongoing marketing plan is pretty easy to maintain, too! It's all about giving your career center the most visibility possible, and finding ways to stir up interest among employers so they continue posting opportunities:

Increasing visibility

- Make it easy to find by linking to it in the **main navigation** of your website.
- **Promote it in member communications** over and over — in your newsletter, during meetings, in emails, etc.
- A little advertising can go a long way to generating awareness: for an inexpensive option that'll get great reach, **experiment with Google or LinkedIn ads**.
- Encourage job seekers specifically to **sign up for job alerts** so they hear about new opportunities first.
- **Share newly posted opportunities on social media** — Twitter, LinkedIn, even Instagram if your audience is there — to spread the word even further.



Generating employer interest

- Research **industry-specific social media hashtags** and start including them in your job-related posts — especially if employers and HR managers are using them, too.
- Take a peek at **other job boards in your industry** for employers that are sharing listings that would make sense on yours.
- **Use LinkedIn to connect with hiring managers** and HR professionals in your industry. You may even be able to find a contact at specific employers you're targeting.
- Offer **bundled pricing and discounts**, and you'll want to **make it easy to extend a listing** when the end date is approaching. (And maybe even offer a discount to do so.)

Associations, chambers, and other member-based organizations have a lot to gain by offering a robust career center directly on their website — and so do their members, industry, community, job seekers, and employers. Everyone wins!



Ready to start realizing ALL of that value?

Launch your new online career center at NO cost to your organization with MemberClicks' solution, MC | Job Board. **It just takes just five quick steps: learn more and get in touch with us at memberclicks.com/jobboard/!**

More about MemberClicks

MemberClicks offers all the tools that membership organizations need to make the most of the web. From online databases and event registrations to custom-designed websites and member communities, our products are tailor-made for professional associations, trade associations, and chambers of all sizes.

For more information:

- ▶ Visit us at memberclicks.com
- ▶ Call us at [800.914.2441](tel:800.914.2441)

