



ADVERTISING YOUR JOB OPENINGS



Many local businesses are hiring and struggling to find the right people to add to their team. While there are many factors contributing to this, one way to attract applicants is by making your job listing stand out.

You may have an HR department, but you may be a small business owner managing hiring on top of everything else. Either way, we have some tips for advertising your job opportunities:

ADD THE JOB TO YOUR OWN WEBSITE:

The information about your job and the application should live on your own website first. That way, if it gets taken off of job boards, you have all the information in one place, owned by you.

ADD IT TO THE BE HERE SITE:

Let us help you promote your job! The Be Here job board can be found at beherevenango.org/jobs and we also share jobs from this board on our social media. Just click the button at the top of the page that says "post a job" for a simple form to fill out.

CONSIDER YOUR AUDIENCE:

People find job listings in many ways, so it's best to consider your audience and share your opportunity in multiple places. If you have a part-time summer position that usually attracts college students, stick with online listings. If your position is a great fit for a retired individual, don't forget to put it in the newspaper. There are many sites for listings, too, like Indeed, ZipRecruiter, and LinkedIn Jobs. Also, don't forget social media!

MAKE IT EASY:

People appreciate when applying is easy. If possible, create an online form to fill out. You may have a plug-in on your website to do that, but if not Google Forms is a great tool. If you'd rather stick to using a PDF, put a link to it online in an obvious place for people to easily access.

INCLUDE CONCISE DETAILS:

You need to have all the necessary information, but no one wants to read a 4-page job description. Your listing should be concise, but informational. Consider bullet points, rather than paragraphs. If you have a lot of information to share, you could instead include this on your own website, rather than in each listing.

PERSONALIZE IT:

Employees spend a lot of time at work, so it's nice to have an idea what it is like at your business. Personalize it with photos, information about the culture, and details of your company values. The Be Here job board also allows you to add a logo, tagline, and video.

PROVIDE CONTACT INFORMATION:

Anywhere you share your job listing should have an easy way for applicants to reach you. Be consistent with the information so all job contacts come to the same place. You may even consider setting up a separate email address solely for employee contacts.

DON'T FORGET PERSONAL CONNECTIONS:

You probably have heard the phrase "It's not what you know, but who you know." While that is not always the case, it is definitely helpful to build relationships in our small community. If you're struggling to find good applicants, consider who you know and who they might know. A few phone calls may help you find the perfect fit.

Visit the Be Here Job Board at:
BEHEREVENANGO.ORG/JOBS

