

NONPROFIT JOB BOARD

EMPLOYER TOOL KIT

CREATE A COMPELLING JOB AD

In today's competitive job market, it's not enough to post your job description and wait for applicants to pour in. As you get your job postings ready, here are some factors to keep in mind.

- ✓ **Think of your job posting as marketing your job opening.** You are selling your organization and the specific position. While you will incorporate parts of your job description, don't just post that dry, administrative document.
- ✓ **Talk about your organization's impact and what you do,** not just the tasks of the role. While you can expect candidates to do a little research on your organization, once they are interested, you need to attract their attention first.
- ✓ **Be a great place to work** – Talk about your team and the employment experience.
- ✓ **Convey flexibility** – If the position is mainly on-site, talk about the team dynamic and energy created while also conveying whatever flexibility is available. Work from home is a dream for many, but not everyone wants to work by themselves in their spare bedroom all day.
- ✓ **Encourage cover letters** – For executive positions, we see about 1/3 of applicants coming with cover letters. For other positions, it can be as few as 10%. We pay extra attention to applicants with cover letters because it usually shows interest in YOUR job, not just any job. Encourage applicants to talk about x, y, and z in their cover letter to encourage more sharing.
- ✓ **Include your salary range** – We regularly hear from job seekers who say they no longer apply to positions that don't state a salary. It may be a change of practice for your organization, but it's quickly becoming standard. Keep in mind that no successful candidate sees themselves at the bottom of your stated pay range, so be genuine in how you express it. Compensation expectations are up.
- ✓ **Not offering health insurance reduces your candidate pool.** Small employers are dealing with the challenges of not having group health insurance. Even larger organizations find that offering family insurance coverage is becoming unaffordable, no matter the split between employer and employee. Be as clear as you can about offering health insurance or a contribution toward health insurance, and ask candidates early in your screening process because some will miss your message or forget about it through their job search.



Post Your Job Openings
at charitableadvisors.com/hiringopps.com/employers.

There are options for how many weeks you want your ad to appear in the weekly Not-for-profit News with 13,000+ subscribers, and length of time on the Charitable Advisors Nonprofit Job Board.



Job Ad Questions

can be directed to
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or Bryan at

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STREAMLINE HIRING

TRACK YOUR CANDIDATES

STREAMLINE CANDIDATE FLOW THROUGH THE CHARITABLE ADVISORS NONPROFIT JOB BOARD

It's a challenge to handle recruiting for one or more open positions. In addition to raising the visibility of your job opening to the nonprofit community, the Charitable Advisors Nonprofit Job Board also provides a free applicant tracking system(ATS) that helps you keep track of candidates:

1 **Steer all applicants to one link for applications** – after you post your position, log out of your account then pull up your job on the Charitable Advisors Nonprofit Job Board, as a job seeker would do. Copy that URL and use it in all your promotions through other channels, and on your website, so all candidates are forwarded to one location. That also means that if you make any changes to your ad, there is only one place to change. We use www.tinyurl.com to shorten the URL.

2 **Save the resume e-mails** – the Charitable Advisors Nonprofit Job Board system will email you applicants as they apply, plus retain that information in the job board system for your tracking or reference. For our searches, we do a first review from that e-mail and save it in a file segmented for a screening interview, if appropriate.

3 **Rate your candidates** – It's great to have a strong response to your recruiting efforts, but it becomes hard to manage once you pass a dozen applicants or so. When you are logged into the Charitable Advisors Nonprofit Job Board system and click "Applications" you will see the system has process labels like New, Pre-screened, and Rejected. If you click on the gear symbol on the top right of the page you can change those headings. We use New, Good Match, Possible Match, Poor Match, and Duplicate/Withdrawn. That segments candidates so we can easily look at just the Good Matches or reach to the next level of Possible Matches. You may have your own labels.

4 **Export and update your candidates** – at the top center of the Applicants page, there is an "Export" button. You can use that tab to export all candidates or the candidates under one of your categories – Good Match, into an Excel sheet. The export includes a link to each candidate's resume so it can be an easy way to share candidates with others in your decision process. It is also a convenient way to copy all applicants e-mail addresses and provide an occasional update on the process, especially at the end as you are wrapping up. Always be sure to blind copy groups of applicants to maintain confidentiality.

CENTRAL INDIANA'S NONPROFIT JOB BOARD



Job ads are:

- ✓ Published for two weeks in the Not-for-profit News (13,000 distribution list)
- ✓ Posted on Charitable Advisors job board (5,000 visitors monthly)