If you think of your online career center as simply a place to post and find jobs, you're missing out on an opportunity. Your career center can be so much more. It can be a true career destination where your members and other job seekers in your industry or profession can plan, research, and develop their careers. It can also give employers access to highly qualified candidates to fill jobs that require specific skills and knowledge. And, by providing the value your members want and the capabilities that companies in your industry seek, your association benefits as well.

Use job board software built for associations to set up an online job board that supports job seekers, employers, and your association:

- Easy job search
- Job matching
- Emails
- Job recommendations based on prior searches
- Easy job postings
- Candidate screening and management
- High ROI products – such as job alert emails, banner ads, and search engine promotions – to maximize exposure of job postings
- Advanced reporting and analytics for deep insights into job board sales, performance, and user behavior

Here are four steps for creating an online career center that will make your association the ultimate career development destination for your members:

**Step 1**
Allow your members to dig deeper into data about their potential careers – giving them the insights they need to move forward or change direction:
- Career descriptions
- Activities performed in each role
- "Day in the life" videos
- Typical education levels for each role
- Salary benchmarks
- Unemployment data
- Occupational outlooks
- Employment statistics using local, state, and nationwide averages
- Related occupations

**Step 2**
Deliver career insights to your members with the Career Planning Portal from YM Careers. This gives your members the insights they need to plan and develop their careers – all in one convenient location.

**Step 3**
Provide career resources and advice to your members, including:
- Job seeker articles, tips, and recommendations
- Résumé review
- Career coaching

**Step 4**
Offer a career pathing tool to your members. This approach delivers multiple benefits to your members:
- Offer a career pathing tool
- Connect job seekers with hiring managers
- YM Careers by Community Brands offers job board software that's trusted by 3x more associations than any other job board provider.

With these proven approaches and modern software, your association can become the ultimate career development destination for your industry or profession.

Confidence

To plan the next step in their careers with the assurance that it will help them reach their career goals.

Self-assessment

They can evaluate their skills, determining what professional education and experience they need to move forward.

Tailored action plan

They can design their own career action plans, including next steps for learning, training, and experience to reach their career goals.

YM Careers

 YM Careers is the industry leader and most trusted career center platform for 20+ years and counting, bringing innovation to the niche career center industry and association market. The platform powers the largest association job board network in the world. Associations use YM Careers to provide a valuable member service, acquire and engage new members, and generate non-dues revenue.