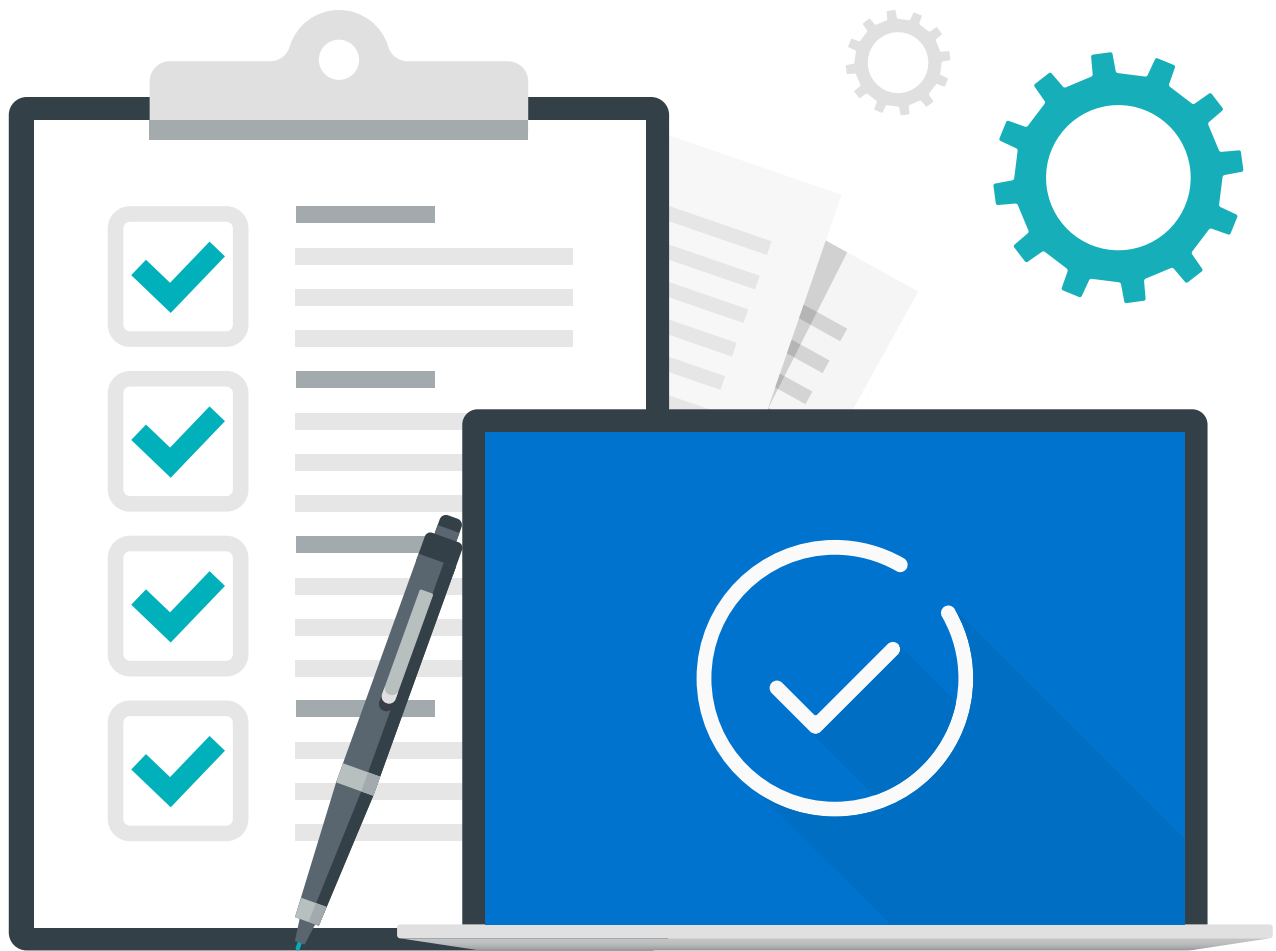


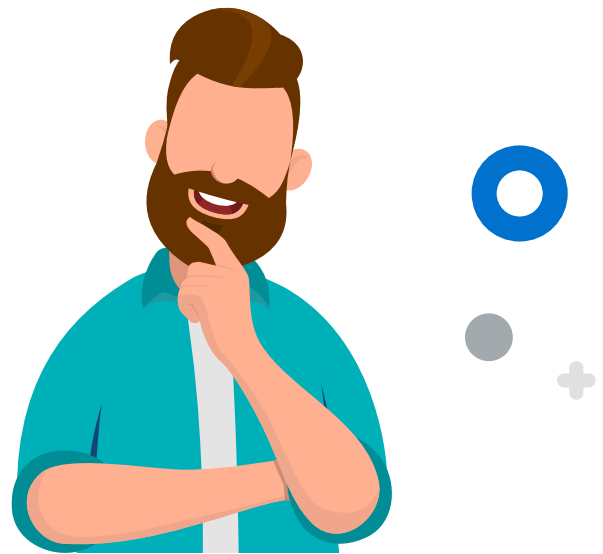
# Career Center Software: The 5 W's

The essential guide for finding your perfect job board provider.



# The 5 w's

- Why** should you invest in a career center?
- Who** benefits from a career center?
- What** should your career center do?
- Where** is career center revenue generated from?
- When** (and how) to utilize your career center.



With so many job board providers in the marketplace, associations can face many challenges when finding the ideal provider for them. Your job board provider should continuously work with you to find ways to maximize engagement, increase enrollment, and generate revenue. A career center should never be considered finished, but instead, like any good web-based service, it should always evolve and get better. That means your career center should constantly be working for the future and always planning ahead, and we've put together a guide on what to look for when choosing your ideal job board provider who does just that.



## Why should you invest in a career center?

A career center is a great source of engagement, revenue and pride for your organization. According to the Community Brands Member Education and Career Development Report, helping advance a member's career was ranked as the number 2 benefit for joining professional organizations among millennial members. And data from our Community Brands Member Engagement Report shows that 62% of new members join an association within the first 5 years of their career, so it is crucial to understand their motivations and what matters to them. Members look to their professional association as a career resource, so offering a career center to connect them with top jobs and employers within your industry increases the value of your association.

## Invest in a job board provider that offers:

### □ Career advancement opportunities for members

Become the most reputable place for job seekers and members to job hunt by providing them access to niche jobs in your industry, and offer career resources on top of open opportunities.

### □ New member acquisition

Your job board may be frequented by non-member professionals within your industry. Utilize these visitors by collecting these new, potential member leads via your career center as prime leads for membership prospecting.

**If integrated with select Community Brands association management systems, non-member information can be captured automatically when they visit your site and sign up as job seekers and delivered to the AMS as a prospect list when using YM Careers® job board software by Community Brands.**

### □ New learner acquisition

Career opportunities and continuing education go hand-in-hand. If you offer continuing education course opportunities that correspond with relevant job opportunities, your members will see your association job board as a one-stop-shop for all things professional development.

**If integrated with Community Brands' Crowd Wisdom learning management system, YM Careers-powered job board visitors will be provided with relevant recommendations for courses and continuing education tied directly back to your association's learning offering based on a job seeker's search and resume content.**



## Who benefits from a career center?

Your career center should benefit your members, industry employers, and your organization.

### Members

It is safe to say that members are the lifeblood of any association and increasing the number of dues-paying members is vital for growth. Your association likely has a diverse group of members, comprised of varying needs, generational preferences and technology comfort levels.



## Choose a job board provider that offers your members:

- Higher candidate recognition**  
Offer badges on candidate profiles and resumes to indicate they are a member of the organization.
  - Personalized search and recommendations**  
Increase engagement and job views by recommending opportunities to job seekers based on their prior searches.
  - Relevant job openings via email**  
Provide your members with emails that feature jobs from your job board directly in their inbox.
- Bonus: Offer members exclusive opportunity to open positions first.** With YM Careers® you can give members access to newly posted jobs for limited amount of time before released to the public.

## Employers

Industry employers pay a premium to get their open jobs in front of your highly qualified members. Your career center should be offering a variety of products and upgrades to increase your average sales price, such as the ability to highlight “featured” jobs on your job board or website or email those jobs to your members while providing increased ROI for your employers and engagement for members.



## Choose a job board provider that offers employers:

- High ROI employer products**  
Offer hiring managers sophisticated options that maximize exposure of their job postings to improve their return on investment.
  - Candidate screening and management**  
Provide employers with functionality to attract, screen, and manage applicants.
  - Access to resumes**  
Provide an anonymous resume bank that safeguards job seekers' identities but allows employers to proactively approach qualified candidates for their open positions.
- ROI is still king!** These features are turnkey within the YM Careers® platform.

## Your organization

Sure, members value a career center provided by your association. But the value for your association is much more. Generating non-dues revenue, acquiring new members and learners, and engaging and retaining members are among the top priorities for any organization.

### Choose a job board provider that offers your organization:

- New member acquisition**  
Not only do your members use your association's job board, but so do other professionals within your industry that you may not have yet acquired as members.
- Advanced data, reporting, and analytics**  
Empower your staff with deep knowledge of job board sales, performance, and user behavior to grow membership and revenue.
- Incremental non-dues revenue**  
Employers will pay a premium to reach passive job seekers, resulting in incremental in revenue for your association.



## What should your career center do?

Your career center should be a source of engagement and help for your members and should allow you to support members at various career stages. You want your career center to be the go-to destination for all career development opportunities for job seekers and members. However, active job seekers typically use up to 6 other job sites, including Google, Glass Door, Indeed, ZipRecruiter, and LinkedIn. In order to have a competitive advantage, it requires having a career center that is a source of engagement and help for job seekers, members and employers.



## Look for a job board provider that offers the following capabilities:

- Personalized search**  
Increase engagement and job views by recommending opportunities to job seekers based on their prior searches.
- Job alerts and matching**  
Automatically send jobs to interested, relevant job seekers via email when they are posted.
- SEO and job distribution**  
Optimize every job for search engines, and reach candidates through social media, email, mobile channels, and sophisticated programmatic advertising.
- Mobile responsiveness**  
Allow your members to quickly apply to jobs from their mobile devices.
- Anonymous resume bank**  
Allow job seekers to upload their resume for employers to proactively approach qualified candidates for their open positions while protecting the job seeker's identity.
- Offer career resources**  
Provide your members with opportunities to earn new certifications and credentials, or learn a new skill.

**TIP**

Give non-members a resource to find jobs in your industry and expose them to the benefits of joining your association.





## Where is career center revenue generated from?

The constant evolution of career centers has made them the hub for all career development opportunities for association members. Not only that, but career centers generate revenue from industry employers who pay to post jobs to access your highly valued members. But today there are more opportunities to bring in revenue off your career center as well. You need a competitive advantage over other sites like Google, Glass Door, ZipRecruiter, and LinkedIn to maximize your revenue from employers who use your association to access talent. **So, where do you begin?**

### Look for a job board provider with a dedicated marketing team that will:

- Focus on driving** engagement, traffic, brand awareness, and revenue through marketing and lead generation efforts.
  - Ensures your job board success** through tactical and effective marketing strategies to drive job seekers and employers' paid jobs to your job board.
  - Have a strategy in place** to prospect and acquire brand new employers with marketing campaigns that provide broader coverage, create leads for the sales team as well as drive e-commerce sales.
- Surprise! YM Careers® by Community Brands has both - the industry's leading powerhouse of job board marketing and recruitment advertising sales.**

### Look for a job board provider that has a recruitment advertising sales team that will offer you the ability to:

- Save money** if your association cannot financially support having a dedicated sales staff solely for their job board.
- Save time** by building necessary custom packages based on employers' needs.
- Expand market reach** by having a dedicated team in place to prospect and bring in the other 90% - niche career centers typically have very low market share, between 0-10% of the newly open industry jobs.
- Reach employers** proactively by identifying and contacting employers that need your members to fill roles.
- Leverage agencies** by building relationships with large recruitment agencies.

Once you have the right technology in place, here are three tips for driving revenue from your career center and getting in front of passive job seekers:

**Offer employers the opportunity to promote their jobs on your home page and social media.**

Employers have no better way to promote their jobs to such a targeted group of qualified potential employees, and they will pay for that access.

**Introduce a job email to your members.**

Employers are often willing to pay extra for this distribution of their jobs to additional potential candidates.

**Include a jobs feed or widget in your member and prospective member newsletters.**

Also include recently posted jobs that sponsors have paid extra to promote. It might just become one of the most viewed/clicked-upon sections of your newsletter.

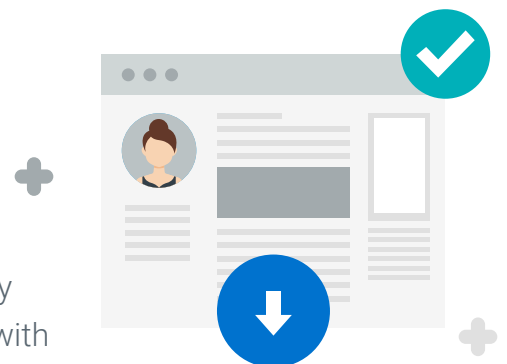
**TIP**

With YM Careers Job Flash™ email, we do all the work for you and send a full service email with featured jobs on your job board to your members and registered job seekers. Career center traffic increases by an average of 763% with each email sent!



## When and how to utilize your career center.

Quite cliché, but career centers are being used all of the time, in any market. In the Great Recession of 2008, those that had or worked with career centers probably saw job seeker metrics rise due to increased number of people looking for work with the very high unemployment rates. Eleven years later, the unemployment level has remained record low, with a focus more on the passive job seeker and employers willing to try new ways in which to recruit - whether it's more brand advertising, looking at retargeting campaigns, or resume subscriptions/seats. As we stated at the beginning, a career center's work should never be considered finished and should constantly be evolving alongside your organization every day, month, and year.





## Here is a breakdown of what to expect for your career center each season:

### Fall

Believe it or not, members often look to their associations to provide career advancement opportunities and resources at their annual conferences, and we have seen a majority of conferences happen in the Fall. This can be one the best times to host an onsite career event, hosted by your career center in conjunction with your conference and have industry recruiters come and meet with members on-on-one as you have them all located in one central location. Fall is also where we see a new wave of hiring. With summer vacations behind them, job seekers are eager to begin searching for their next career opportunity before the end of the year.

**Trust YM Careers® to create world-class events. Whether your event is virtual or onsite, YM Careers® Career Events are fully supported by the YM Careers® events team from sales support, to marketing, to execution.**

### Winter

The beginning of Winter is a prime time to prepare and plan for the new year, as the holiday season has shown that companies have fewer job opportunities during this time. Once we get into the first quarter of the new year, companies have received their updated budgets for the year and now have the resources to allow new job openings. It's no surprise that many job seekers have the mentality of "New Year, new job", which can lead to an increase in your Career center traffic and engagement. Utilize this time to have employers post their jobs on your Career center and help them fill their roles with your highly sought-after members.

### Spring

It's no surprise that the springtime is always a popular time for job hunting. We see Career center traffic spikes during those times, and with an increase in demand always comes opportunity to promote your career center to both members and employers. One reason for the traffic spikes are recent college graduates. With unemployment rates at a low, college grads are hungry to begin their careers and look to Career centers and job boards for open opportunities. Leverage this time to encourage employers to post their positions on your career center using member data around graduates and early careerists.

**Spring is also a popular season for events! Utilize graduation season by hosting a career event for recent grads such as an on-site or virtual career fair, or a networking meet and greet with employers.**

### Summer

Another season, another slowdown in the job market. The summertime is another example of a time for prepping and planning, especially with Fall conference season right around the corner. This is also a great time to utilize virtual career events, making it more convenient for members who cannot attend in person, which is likely a majority of members, the ability to attend and participate wherever they are. Just like your conferences in the Fall, Career Events are important and are an added value to your members, support new member acquisition, and generate non-dues revenue.

Now that you know what to expect from each season, it's time to put your plan into action. Here's a breakdown of how to plan and utilize your career center:

## Pre-launch

Be sure your approach is well prepared and throughout before you launch.

### **Personalized search**

Increase engagement and job views by recommending opportunities to job seekers based on their prior searches.

### **Think beyond your association**

Be sure your members are top of mind when you're setting up your new Career center so you can provide them the best member experience.

### **Don't forget the employers**

Promote your upcoming career center to industry recruiters to let them know of the new hiring resource coming their way.

### **Re-think your strategy**

If you are switching from one job board provider to a new one, remember that not every system works the same. Determine what your goals are with your new provider and find the most effective way to accomplish it.

### **Determine what to include**

Whether you're adding a job widget, or a navigation link to your Career center, determine where you want to include them on your website, as well as which channels you want to use when you announce your career center.

### **Get your members excited and prepared**

We repeat: no two providers or systems are the same. So, whether you're switching to a new job board provider or launching for the first time, be sure to keep your members informed on upcoming changes and what to expect.

### **Test, test, test**

The only way to know if your career center is working correctly is to test it again and again. Be sure to give yourself ample time to do so.



## Launch day

Your big day is finally here! With all your prep work done, remember a few key things:

### ❑ **Make the big announcement**

The week leading to your launch should be filled with the announcement of your Career center via your association's website, social media channels, and even print advertisements. The day of your launch have an announcement email ready to go to members and employers, as well as a press release and blog about your new addition.

### ❑ **Make sure everything is in its place**

If you're adding a job widget or top navigation link to your Career center, be sure that you have them placed accordingly by launch.



## Post-launch

You should be smooth sailing with your career center once your launch is complete.

### ❑ **Take advantage of new tools**

New provider means new tools! Take advantage of all your new capabilities, dashboards, and reporting options.

### ❑ **Keep your members up to date**

During the post-launch weeks to follow, be sure to provide your members with in-depth emails about what kind of emails they can expect, and highlight new features offered by your job board provider.

### ❑ **Continue online promotion**

Just because the official launch is done doesn't mean the work is. Work in unison with your Career center by promoting to employers and your jobs on social media.

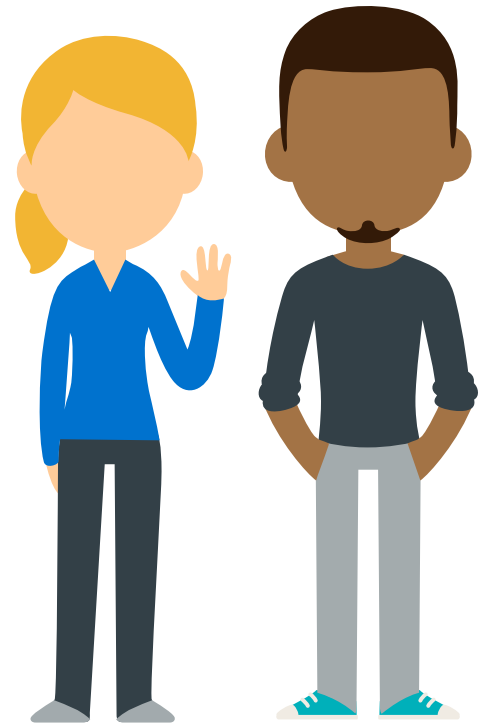
#### **TIP**

**Did You Know? Users spend more than 25 hours per month on social media and communication apps. More Users = More Employer ROI = More Revenue**

# Take the next steps

If you need a friend for insight and valuable feedback as you progress through your journey, we're here for you. We've helped thousands of associations find right solutions to enhance their member and job seeker experiences. Community Brands has an unrivaled ecosystem of products designed to help your organization go farther, faster to meet your mission-critical initiatives.

Learn about the industry's most trusted career center platform, YM Careers® by Community Brands.



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