

A Job Board is a Critical Tool for an EDO

Economic Development Organizations (EDOs) play a critical role in economic health of a region by offering assistance and incentives that make it attractive for companies to stay and relocate to a region.

Connect Job Seekers with Employers Looking for Talent

Although some EDOs currently host job boards on their websites, these boards are typically for their own open positions. An EDO can enhance the regional economy by hosting a job board on its website to help local employers find talent to fill open positions.

Enhance the Talent in the Region

When an EDO helps to effectively match job seekers' skills and experience with local companies' job openings, critical talent remains within the region. Moreover, a well-designed and up-to-date job board on an EDO's website is a critical resource for a job seeker interested in moving to the region.

Secure Incremental Public/Private Funding

The advanced analytical functionality and dashboards that come with full-featured job boards show the value an EDO has delivered for its region – information that can be used to secure incremental funding from public and private sponsors. Typical analytics include jobs posted, jobs filled, number of applicants, trends, and other quantitative metrics.

Administer with Minimal Effort

Many EDOs do not have dedicated resources who can build, maintain, and administer a job board. A cost-effective alternative is to implement a hosted solution that does not require the installation or maintenance any software. The EDO pays a monthly subscription fee to utilize full-featured software developed and supported by a professional firm. A well-designed solution will have a user interface that makes it easy for an EDO to approve companies and opportunities and assess results.

Enhance the EDO's Technology Reputation

A job board that is easy-to-use and technologically robust demonstrates that the EDO is up-to-speed on modern web technology and user applications. Bad user experiences, using older technological capabilities or stale information could damage the EDO's brand and reputation.

“Curate” a Job Board to Ensure Relevance and Value

With a full-featured job board, an EDO can “curate” the job postings on their job board, limiting which companies and opportunities appear there. Not only will this eliminate “spammed” postings, it will also ensure that the job board reflects the vision and mission of the EDO.

Become a Destination Site for Job Seekers

Generic job boards are cluttered with irrelevant postings for a job seeker looking for opportunities in a particular region. When an EDO curates the postings that appear on their job board, the job seeker can more easily zero in on the opportunities that match their skills and experience. If the EDO merely links to an external generic job board, it is essentially sending job seekers away from their site.

Provide Valuable Tools and Analytics for Smaller Local Employers

Some local employers may be too small to have a formal HR or recruiting team. A robust job board will offer these smaller organizations features like automated applicant tracking and analytics. This can be invaluable for smaller employers that do not have these tools in-house.

Maintain the EDO’s Brand

A job board that is embedded into the EDO’s website will look more professional if it reflects the branding of its current website (e.g., logo, colors).

Conclusion

Well-designed and curated job boards can be a win-win-win for the EDO, local employers and job seekers.

Watch a [3-minute video](#) to see what a job board can do for your EDO.