

A Job Board Can Be a Strategic Tool for an Association

Trade and Professional Associations play a critical role in an industry by publishing content, holding events, offering education, keeping abreast of issues, and providing networking opportunities.

Connect Job Seekers with Association Members

One of the most valuable services that an association can provide is hosting a job board on their website to help members find talent to fill open positions. The most effective association job boards focus on strategic roles such as sales, marketing, product development or executive leadership.

Enhance the Talent in the Industry

Practitioners and professionals look to associations to stay current with relevant news and issues. Consequently, this offers an association an outstanding opportunity to connect job seekers with the association's members. Effectively matching job seekers' skills and experience with association member job openings keeps talent within the industry. Moreover, a well-designed and up-to-date job board on an association's website is a critical resource for a job seeker interested in switching careers to the association's industry.

Provide Incremental Value to Members

An association's current members will find value in using a job board to find talent. This additional offering also helps an association attract *new* members.

Generate Non-Membership Revenue

Some associations choose to charge members an extra fee or higher dues for the privilege of using their job board to find talent.

"Curate" a Job Board to Ensure Relevance and Value

With a full-featured job board, associations 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 association.

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 industry. When an association 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. Engagement with job seekers also increases the traffic to the association's website, a key marketing and branding strategy. If the association merely links to an external generic job board, they are essentially sending job seekers away from their site.

Also, job seekers will continue to rely on a job board that is easy-to-use and features the ability to use sophisticated searching, filtering, and matching features. If the job board has a Pandora-like effect (allowing the job seeker to influence future search results by “liking” or “disliking”), the job seeker will be able to influence search results to ensure relevance.

Enhance the Association’s Technology Reputation

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

Provide Valuable Tools and Analytics for Smaller Members

Some association member organizations 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 organizations that do not have these tools in-house.

Demonstrate Impact to Members

The advanced analytical functionality and dashboards that come with full-featured job boards show the value an association has delivered for its members – information that can be used in marketing and recruitment communications. Typical analytics include jobs posted, jobs filled, number of applicants, trends, and other quantitative metrics.

Administer with Minimal Effort

Many associations 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 association 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 association to approve companies and opportunities and assess results.

Maintain the Association’s Brand

A job site that is embedded into the association’s website will look more professional if it reflects the branding of their site (e.g., logo, colors).

Conclusion

Well-designed and curated job boards can be a win-win-win for the association, its members and job seekers.

To learn more about how your association can benefit from a job board, visit truejob.com.