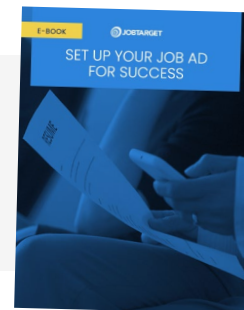


How to Choose the Right Job Sites for your Open Role

A common question recruiters ask is, “Where should I post my job ad?” With so many job sites out there, it can be overwhelming to narrow it down.

A good place to start is to think specifically about your open role and the type of candidate you’re looking for. Once you know your job seeker audience, decide which types of job sites will be most effective. Ultimately, choosing a diversified mix of sites will ensure you’re getting in front of your entire audience.

Need some help getting your job ad ready to post?
Check out our eBook, [Set Up Your Job Ad for Success](#).



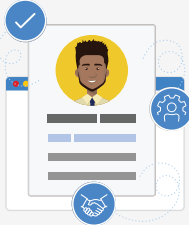
Analyzing your job

Before you start browsing job sites, look at your job and consider the following questions:

- Does this job require a professional credential?
- What is the seniority level of this position?
- Where are your competitors for talent posting their jobs?
- Is this a high-priority position?
- Is the location of the position near a major city, rural, suburban area, or remote?
- Are there any industry associations or communities for this role?

Creating candidate personas

Next you want to put yourself in the job seeker's shoes in order to find the best place to reach your ideal audience. This is where candidate personas come in.



Candidate personas are a representation of an ideal candidate for a job. Using candidate personas helps you create more relevant, tailored job titles, descriptions, and experiences to appeal to specific candidates.

Personas can be created based on high performing employees in similar roles and your internal hiring data. You might already be using candidate personas in your head without even realizing it! You probably have types of candidates in mind as you're beginning to post an open role. Putting this down on paper will create alignment on what the candidate is looking for and where you can find them.

Taking a diversified approach

Now that you've analyzed the job and created a candidate persona, you can start generating a list of the types of sites you might want to post your job to.



It takes a recruiter about an hour to post one job across three different job sites. With JobTarget Marketplace, posting to the same three sites only takes 15 minutes. Learn more about that process [here](#).

There are pros and cons to different types of job sites. Posting to larger job sites can cast a wide net across a large audience, but it can also become competitive, and certain factors such as location, compensation, salary, and company branding can greatly affect the job ad's performance. Smaller, niche job sites can help narrow in on a specific audience, and while you can have more confidence in your ad getting in front of the right candidates, there might not be as many applicants as with a larger site.

Taking a diversified approach by posting to a mix of job sites, will help you cover all of your bases and reap the benefits of different types of sites.

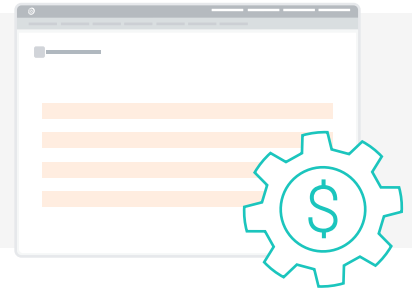
Discovering new job sites

Let's take a deep dive into different types of job sites.

Popular job sites

Popular sites like Indeed, LinkedIn, and Monster are a must because most job seekers are familiar with these sites already and there are millions of job seekers to connect with.

Have a job site you come back to again and again?
JobTarget may be able to save you money! [Read more.](#)



Niche job sites

Niche sites are great to add into the mix when you want to narrow down your search and target a specific job seeker group or candidate persona. While your audience will be more targeted, it's important to keep in mind that the audience on each of these sites will be smaller.

Types of niche sites include:

- Professional memberships
- Non-profits
- Collegiate
- Industry or sector-related job sites
- Diversity-focused
- Working lifestyle (job sites geared towards 100% remote jobs, creatives, freelancers, etc.)

Free job sites

Some sites allow you to post for free or have an organic post option. Free sites and organic post options can give your ad a little boost, but be aware that you won't get the same traffic with an organic post as you would with a paid post.

Localized job sites

Local job sites are specific to a specific region, state, or city. These job sites can help source job seekers closer to your job posting's location or be a perfect fit for seasonal or part-time positions.

- Craigslist
- State, community, and private colleges
- Local job organizations and state job banks

Bringing it all together

Taylor is a recruiter and would like to post her “Summer Country Club Wait Staff” position. She has multiple openings, and this position is seasonal and available in the summertime. She looks at the position and has created personas suitable for a person who only wants to work full-time in the summer and ideally has some industry experience.

She posts her job to Indeed since it is a popular job site with many job seekers (which is good since she has multiple openings to fill!). She also keeps in mind that she wants to connect with local candidates in the area who may be interested in a seasonal position. She posts to University of Connecticut, a local college and free job site. Lastly, she posts to Hcareers.com to advertise the role to job seekers with experience in the service industry.

Taylor has created a diversified approach to advertising her position to prevent her job from getting overlooked and to create a diverse candidate pool from more than one source.

Role: Summer Country Club Wait Staff x 5 openings

Job Sites: Indeed + University of Connecticut + Hcareers



Ready to diversify your job ad strategy and find the right candidates for your open roles?

JobTarget Marketplace has over 25,000 job sites for you to browse!



Get in touch to learn more!

www.jobtarget.com | sales@jobtarget.com