

How to get *board approval* for a new association job board

It's time for a (new) job board for your association. But how do you convince the board of directors to provide budget and switch platforms?

You present the business case!

This simple checklist will guide you through pitch to success.

Lead with revenue potential

Your board is highly focused on balancing budget. So highlighting that the job board will be generating non-dues revenue is one of the most convincing arguments.

This is how it works: employers will pay you to have access to your niche membership base, via job postings or direct access to a resume database.



Outline a revenue forecast with # of jobs posted x price/job = expected revenue

Show membership benefits

Job opportunities and career development are among the most crucial benefits to your members. Hence, a career center is a powerful tool to increase member acquisition, retention and engagement, with little upfront investment.

Present clear goals to make your pitch more effective, for example:

- *The job board will help us acquire x new paying members within the first quarter of operation.*
- *We aim at generating x in non-dues revenue within one year by selling job postings to employers.*
- *We estimate member retention rate to increase by x% because of the career center offering.*

Outline marketing strategies to achieve goals

Presenting concrete strategies will help your board visualize not only the *why*, but also the *how*; building more trust in the job board solution you're proposing.



Depending on your goals, these could be some of your strategies & tactics:

- **Driving traffic** through content marketing that is SEO optimized, for instance on a career center blogpost, providing resume and interview advice for job seekers.
- **Upselling employers** on advertising options beyond the job board, such as job newsletters, social media, and career fairs.
- **Collecting job seeker email addresses** through a job alerts form. You will not only own a valuable email list for further marketing but also drive more job seekers to convert on your association's membership offering.

Propose the right job board software

It's time to outline which functionalities you need to achieve the goals and apply the marketing strategies mentioned before. Ideally, you already have a *shortlist of software providers* with their pricing ready for comparison.

Features to look for:

- **Customizable appearance to match your brand and domain:** it's important to create a consistent and professional image that seamlessly integrates with your website.
- **Mobile friendliness:** over 50% of applications are submitted on a mobile device.
- **Payment facilitation for employers:** you want to offer your customers different pricing plans plus upsells and a reliable way to pay directly on your site.
- **SEO optimizations:** organic traffic will be one of the main ways to acquire new job seekers and prospective members. Software that automatically optimizes for SEO will help you reach your traffic goals.

Niceboard is the most intuitive *association job board software* with all these features and many more—built for increasing revenue.