

Exceeding Medical Alley's expectations: Association Job Board Turns Profit In The First Year On 15Mins/Day

“ I maybe spend 10-15 minutes a day on the job board right now, whereas previously it was probably 2-3 hours a week. We're spending around 3-4 times less time now than we did before.”

The Customer

Medical Alley Association, a 40-year-old association, **supports 670+ medical institutions** and companies by providing advocacy, insights, and networking opportunities.

A large part of their offering to members is their job board listing jobs from startups to corporations in the medical industry.

Challenge

For over a decade, they had used a manual job board, which was consuming significant resources from their small team.

Medical Alley needed a simpler, more manageable job board to replace their cumbersome, custom-built solution.

- **profitable** job board within the first year
- **only 15mins/day** to manage the job board
- enhances association's **member value proposition**

“

*In our first year with Niceboard, **we turned a profit**; even with mostly free job post. This was a big win for our company.”*

David Tierney

 **MedicalAlley**

Solution

Niceboard provided a user-friendly and efficient platform, eliminating the need for a costly custom-build solution.

After considering several alternatives, including WordPress plugins, Niceboard's **quality, user-friendly interface, and reasonable pricing** stood out as a golden nugget in the job board market.

- **Pays for itself:** Despite the majority of job postings being free, the new job board turned a profit in their first year—even without sponsorship.
- **Time savings:** The daily maintenance time is now only 10-15 minutes, reducing job board admin time by at least 60%.
- **Attracts members:** The free job board is a key service offering to attract and retain new partners.

Results

The new Niceboard-powered job board exceeded Medical Alley's expectations, **turning a profit in the first year despite initial doubts.**

Their 670+ member organizations also benefitted: free exposure of their jobs to the extensive medical network.

“*The interface is **very user-friendly**, for me as an administrator, for companies, and for job seekers, too. It's aesthetic, works really nicely, and is mobile responsive.*”