

The Job Board *Buyer's Guide* for Associations

It's time for a new job board for your association. But how do you find software that best fits the needs of your organization?

This guide will walk you through defining your goals, evaluating potential solutions for job board software, and creating a shortlist of required features.

1. Define the primary goal of your job board

a. Improving membership metrics

Offering a job board will make your association more attractive to join and remain part of, hence lifting member retention and acquisition rates.

If this is your goal: Look for software that allows you to provide a full career-center.

b. Increasing non-dues revenue

A job board can be a cash-flowing asset if it's built to be monetized, for example through:

- **Job posting fees:** You will need the option to set different pricing tiers.
- **Resume database access**
- **Upsells and ad options:** Look for the ability to offer premium plans and banner ads.
- **Data collection:** Make sure that you own the data, not the provider.

c. Becoming a reference for career advancement

A job board can position your association as the key resource hub for career growth in your industry, enhancing your reputation and strengthening relationships with employers in your niche.

If this is your goal: You need software that can host career resources, e.g. on a blog or newsletter.

Now that you understand your specific goals when it comes to job board software, we'll dive into two important aspects: features and types of job board software.

2. Evaluate your options

a. Fully-managed & hosted solution

A one-stop shop option that includes cloud-based hosting, data management and storage, SEO tools, mobile responsiveness, appearance customization, and an admin dashboard with detailed reporting.

- ✓ Quick launch and easy maintenance
- ✓ Simple admin & reporting dashboard
- ✓ Easy to use for customers & no bugs
- ✓ Continuous support & new features
- ✗ Ongoing fees for service
- ✗ Can be limited in customizations

b. WordPress plug-in

A plug-in app that connects to WordPress websites, usually available for a flat-fee.

- ✓ No ongoing fees
- ✓ Sometimes more design flexibility
- ✗ Lack of support and feature updates
- ✗ High maintenance cost & effort
- ✗ Need technical expertise
- ✗ Susceptibility to spam users

c. Custom built solution

A custom-built job board means hiring developers to create a tailored solution, just for you.

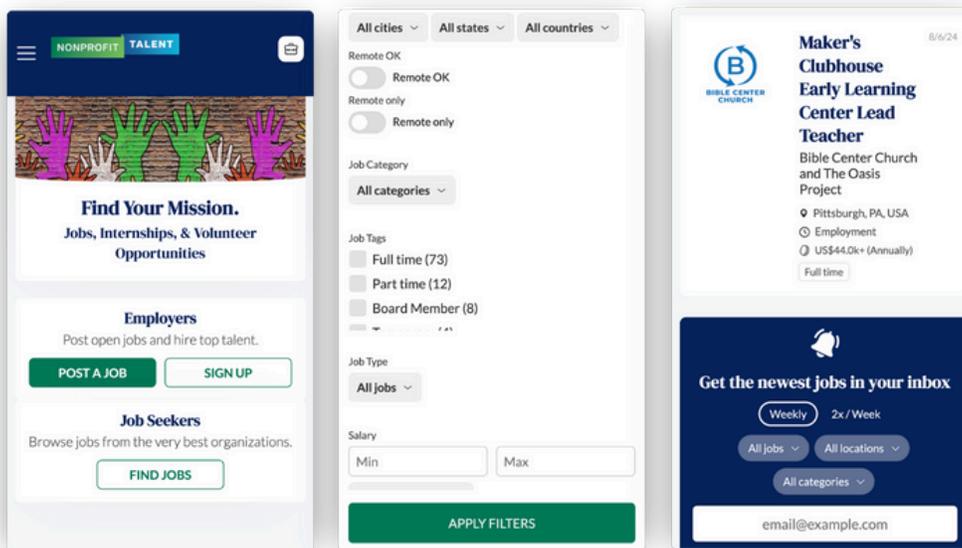
- ✓ Full control over design & features
- ✓ Ownership: no reliance on vendor
- ✗ Very high initial costs for setup
- ✗ High maintenance cost & effort
- ✗ Difficult to edit as non-technical user
- ✗ Will be outdated quickly

We recommend skipping the headache and opting for a fully managed & hosted solution like Niceboard for the best experience.

3. Check for important features

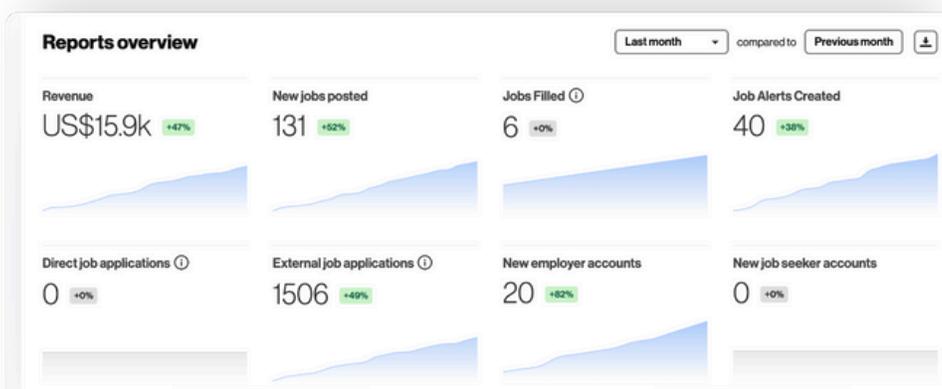
a. User-friendly interface

A fast and beautiful interface is non-negotiable for the success of any job board. Your job board should be clean, logically organized, host user profiles, and be **mobile optimized**.



b. Easy admin with reporting dashboard

To simplify job board administration, the software should provide a real-time reporting dashboard to stay on top of your job board's newest sales, jobs, and employers at-a-glance. Access to this data also makes it easier to **report to superiors or board members**, so you can clearly demonstrate the value of your job board.

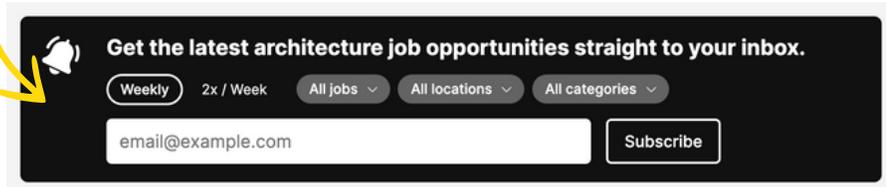


3. Check for important features

c. Job seeker features

Make the job search experience as easy as possible to attract top talent. To achieve this, here are some features you want to have control over:

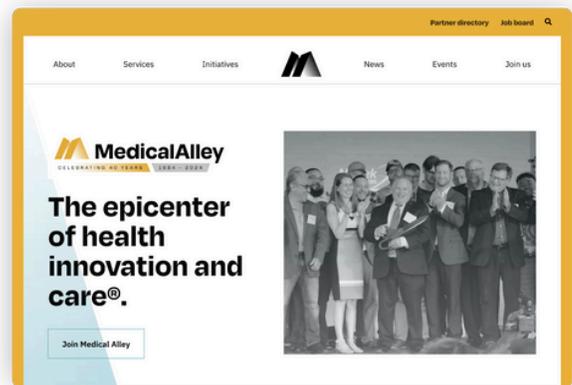
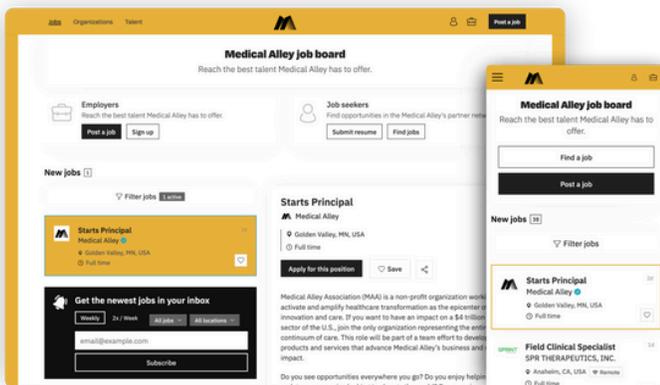
- **Allow users to filter job listings** based on various criteria such as location, industry, job type, keywords, salary, and remote work options.
- **Managing required application fields for job seekers.** You need the ability to set certain fields as mandatory, for instance industry certifications or a LinkedIn profile.
- **Social or SSL logins**, for example via LinkedIn or your organization's CRM for easier account creation on the job seeker and employer side.
- **Automatic job alerts** with personalized job recommendations based on job seeker preferences keep passive job seekers returning to your board.



d. Integration with your association's website

Seek a job board software that allows you to personalize the platform to match your brand identity. Make sure the platform integrates with your existing domain or offers a custom domain.

This association's job board creates a seamless experience with the look and feel of their website.



3. Check for important features

e. Marketing tools

Effective marketing capabilities are essential for driving traffic to your job board, through:

- **Built-in SEO features:** Integration with Google Jobs and customizable metafields.
- **Social media integration:** So you can automatically post new jobs on your socials.
- **Automations:** To save time and reduce manual errors you might want your software to integrate with third-party automation tools like Zapier or Airtable.

4. Understand available monetization options

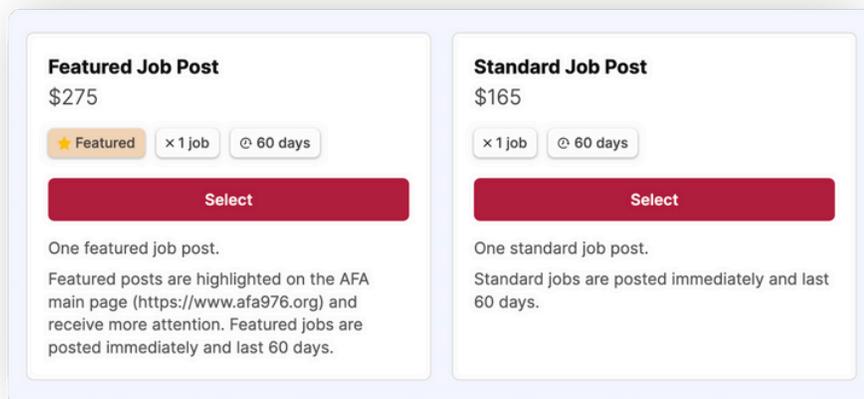
With a job board, your organization can tap into a new source of non-dues revenue.

Depending on the capabilities of the software, there are different monetization options:

a. Charging employers for job postings

Since you already have a niche job seeker audience, namely your members, you can charge employers a fee to post job openings on your association's job board.

Your job board software should support **different pricing tiers, payment frequencies, and discount codes.**



Featured Job Post	Standard Job Post
\$275	\$165
★ Featured	
x 1 job	x 1 job
🕒 60 days	🕒 60 days
Select	Select
One featured job post.	One standard job post.
Featured posts are highlighted on the AFA main page (https://www.afa976.org) and receive more attention. Featured jobs are posted immediately and last 60 days.	Standard jobs are posted immediately and last 60 days.

A yellow arrow points from the text above to the 'Standard Job Post' column in the comparison table.

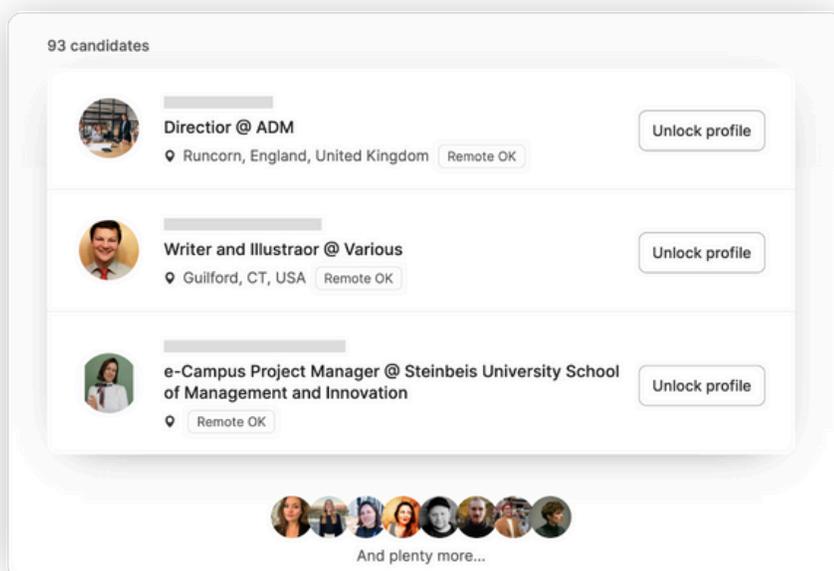
b. Advertising on your job board

You can sell additional ad space on your job site to corporate advertisers and sponsors of your association. Check whether your job board software allows you to integrate custom display banner ads or even has a Google AdSense integration.

4. Understand available monetization options

c. Selling access to a resume database

Yet a different revenue stream can come from employers paying to access your database of candidates and corresponding resumes. You can offer this option once you have enough of your members' profiles on your career center site—and if your software supports it.



This way, employers can actively search your talent pool, pay to unlock candidates' profiles, and contact promising talent directly.

5. Review ratings

Once you have your individual shortlist of software providers that match your criteria, we recommend looking at [customer reviews](#), [case studies](#), and testing the software yourself. Niceboard is top rated on all software comparison platforms, like [SoftwareAdvice](#), [Capterra](#), and [GetApp](#).

“Other job board software felt more technical than it needed to be. Niceboard just works and does exactly what it’s supposed to do without having to go through a technical setup.” — Ryan from AICAD