

# The Job Board *Buyer's Guide* for Educational Institutions

Rather than relying on generic job sites such as LinkedIn or Handshake, creating your very own career center can offer a competitive advantage. But how do you find software that best fits the needs of your institution?

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. Enhancing your school's reputation

When prospective students see that your institution has strong connections with employers and actively invests in graduates' success in the job market through a career center, it becomes a compelling reason to choose your institution.

### b. Creating a new revenue stream

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**
- **Data collection:** Make sure that you own the data, not the provider.

### c. Becoming a centralized career destination

A job board can position your school as the key resource hub for career growth in your region, providing career development resources to prepare your students for the competitive job market.

*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.

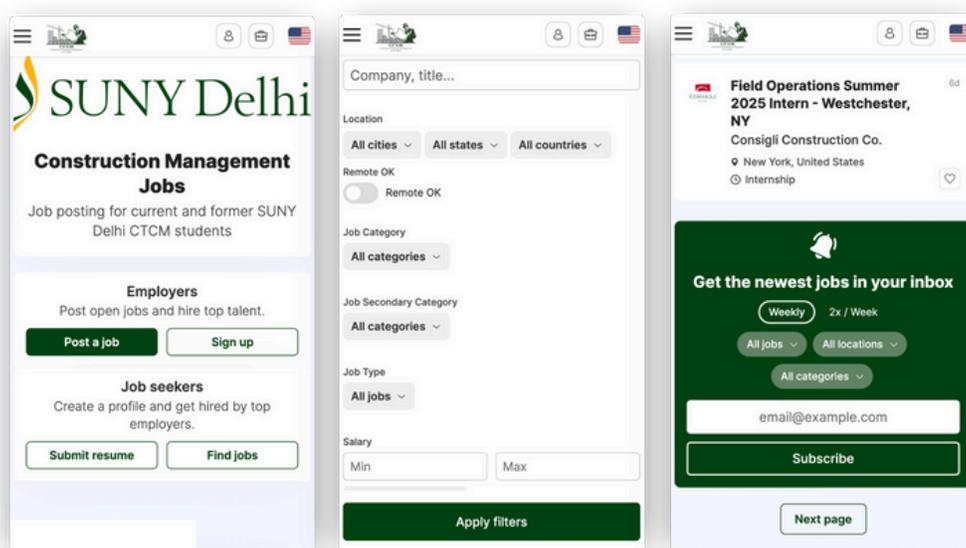
- ✓ Full control over design & features
- ✓ Ownership: no reliance on vendor
- ✗ Very high initial costs for setup
- ✗ High maintenance cost & effort
- ✗ Difficult to edit as non-technical user
- ✗ Will be outdated quickly

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

### 3. Check for important features

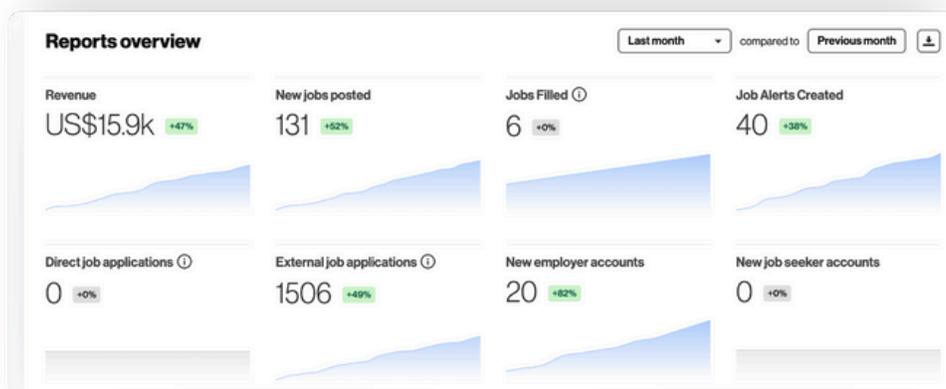
#### a. User-friendly interface

A fast and beautiful interface is non-negotiable for the success of any job board. Your career center 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**, so you can clearly demonstrate the value of the career center.

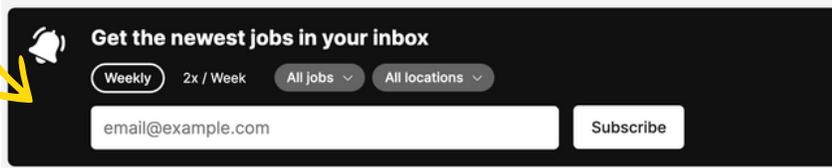


### 3. Check for important features

#### c. Job seeker features

Make the job search experience as easy as possible for your students and alumni. 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 institution'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.



#### Job Seeker Log in

Log in to your private account.

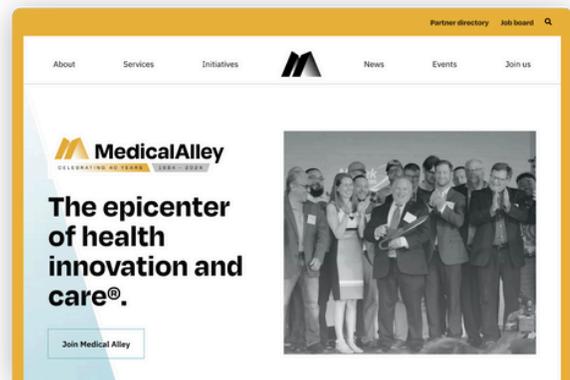
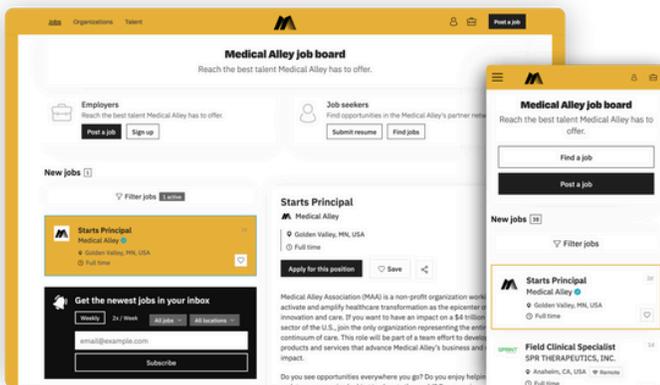
Sign in with LinkedIn

Sign in with Google

#### d. Integration with your school'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 organization'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 institution can tap into a new source of 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 students and alumni, you can charge employers a fee to post job openings on your school's career center.

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

Featured Job Post	Standard Job Post
\$275	\$165
★ Featured × 1 job ⌚ 60 days	× 1 job ⌚ 60 days
<a href="#">Select</a>	<a href="#">Select</a>
One featured job post. Featured posts are highlighted on the AFA main page ( <a href="https://www.afa976.org">https://www.afa976.org</a> ) and receive more attention. Featured jobs are posted immediately and last 60 days.	One standard job post. Standard jobs are posted immediately and last 60 days.

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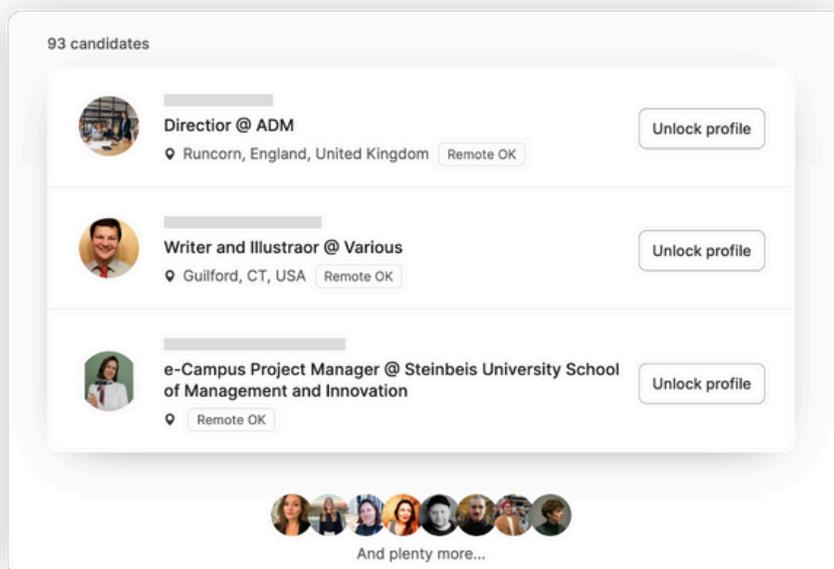
#### b. Advertising on your job board

You can sell additional ad space on your job site to corporate donors and sponsors of your institution. Check whether your job board software allows you to integrate custom 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 students' profiles on your career center site—and if your software supports it.



This way, employers can actively search your talent pool, pay to unlock students' 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](#).

“**The amount of email traffic Niceboard saves me has been great. It’s easy to use and it provides a central hub for our students and alumni to go to and find career resources.**” — Jeff from the Patrick Henry College