

# The Job Board *Buyer's Guide* for Niche Communities

You've worked hard to build a group of passionate individuals in your niche: now it's time to unlock your community's value with a job board. But how do you find software that best fits the needs of your community?

**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. Adding value to your community

Whether your members are looking for a new role in your niche or want to hire talent, a niche job board facilitates this. Hence, making your community even more desirable.

### b. Creating an automated 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**
- **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 will position your community as the key resource hub for career growth in your niche, 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.**

Launch a job board for your niche community with a free trial at [niceboard.co](https://niceboard.co)

## 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.

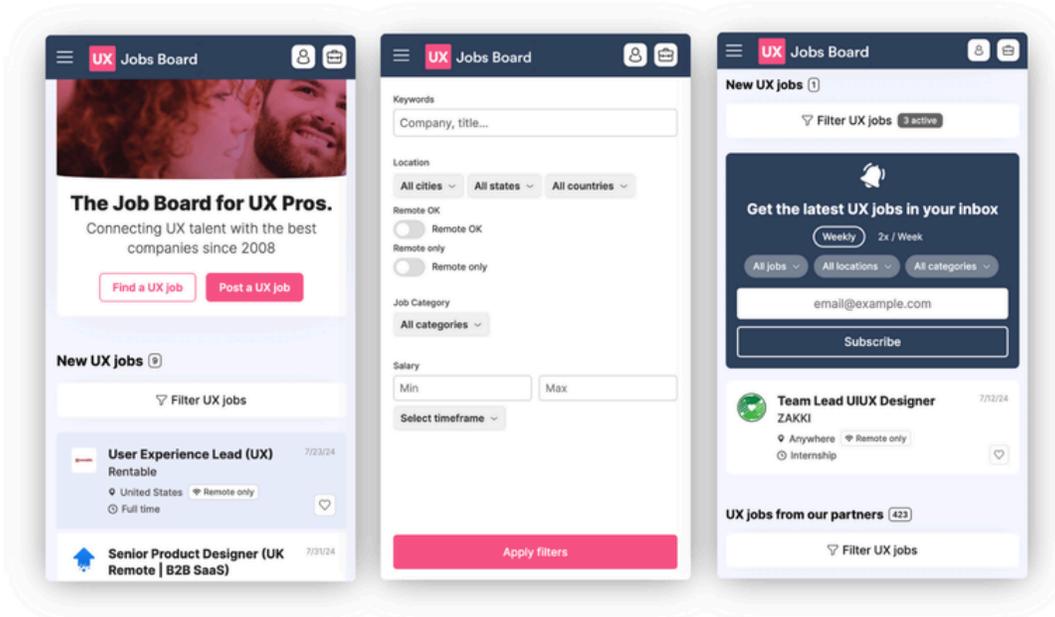
- ✓ Full control over design & features
- ✓ Ownership: no reliance on vendor
- ✗ Very high initial costs for setup
- ✗ High maintenance cost & effort
- ✗ Difficult to edit as non-technical user
- ✗ Will be outdated quickly

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

### 3. Check for important features

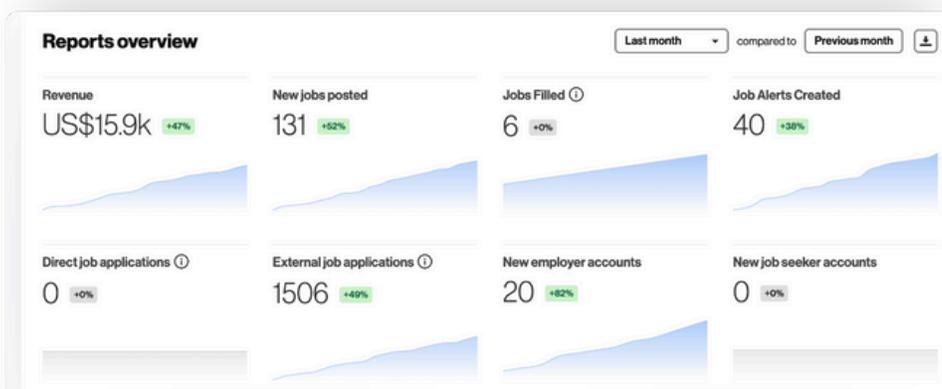
#### a. User-friendly interface

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. An overview like this also **keeps your job board low maintenance**—you can set it and forget it but will still easily stay up to date on what is happening.

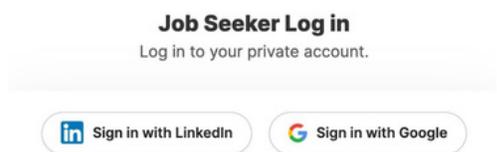
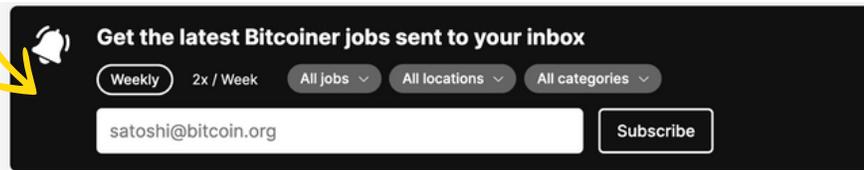


### 3. Check for important features

#### c. Job seeker features

Make the job search experience as easy as possible for your community members. To achieve this, here are some features you want to have control over:

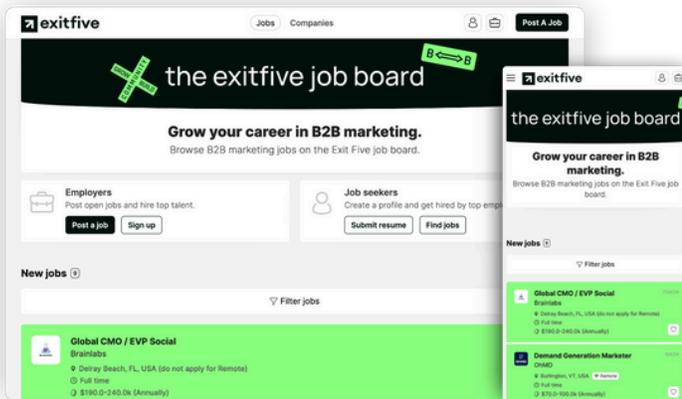
- **Allow users to filter job listings** based on various criteria such as location, industry, job type, keywords, salary, and remote work options.
- **Managing required application fields for job seekers.** You need the ability to set certain fields as mandatory, for instance industry certifications or a LinkedIn profile.
- **Social or SSL logins**, for example via LinkedIn or your community'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 community'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 B2B marketing community's job board creates a seamless look with their own 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 for Jobs and customizable metafields.
- **Social media integration:** So you can automatically post new jobs on your socials.
- **Blog interface:** Publishing content around common search terms will boost SEO and further establish your job board and community as an authority in your niche.

### 4. Understand available monetization options

With a job board, your community 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 members, you can charge employers a fee to post job openings on your community's job board.

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

Tier	Price	Includes	Duration
Basic	\$299	1 job	30 days
Featured	\$399	1 featured job	30 days

**Basic**  
\$299  
x 1 job 30 days  
Select  
We'll promote the role in our Slack community and weekly roundup.

**Featured**  
\$399  
★ Featured x 1 job 30 days  
Select  
Your post will be highlighted on the job board and in our weekly roundups. We'll promote the role in our weekly roundup, email newsletter and social media.

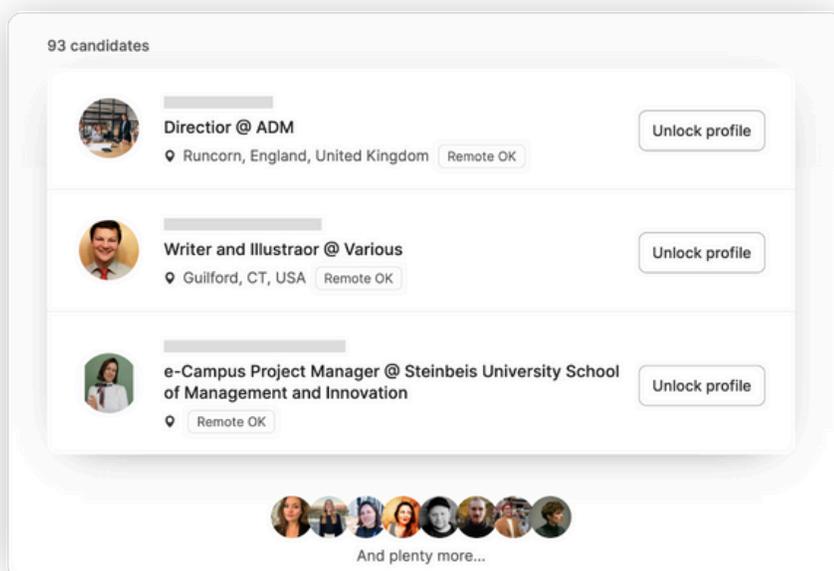
#### b. Advertising on your job board

You can sell additional ad space on your job site to advertisers and sponsors of your community. Check whether your job board software allows you to integrate custom display 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](#).

“Niceboard is super simple to get setup and get your job listings live. The ease of use is a big thing, both for me and job posters. I also love the look of the site. Very clean.” — Dave from Exit Five