

How to Promote Your Open Positions

If you can't staff it, you can't do it.

Many economists recognize two potential causes for current labor force problems: 1) the cost to participate in the workforce, aka: inflation; and 2) access to childcare.

It is no longer sufficient to use minimal strategy when advertising open positions, such as a single job posting platform.

The following are some ideas to promote your job openings.

Setting Expectations

Be clear with what you're trying to accomplish: awareness or a return (people applying for positions).

Top of Mind Awareness (TOMA) is getting the word out, so people know the business exists and what it does.

The outcome here may not be immediate, but down the line, Return on Investment (ROI) strategies set the expectation of an immediate return.

If the desire is to have a flood of applications immediately, the expectations should be aligned with the promotional activities that will deliver the intended result.

For example, if your business is at full staff but you anticipate turnover at some point down the line and want to continue taking applications, the expectation for 15 to come in the next week is not necessary. But if you are turning families away and losing revenue in the process, because of insufficient staffing levels and ratio concerns, you need applications today, interviews tomorrow, and hiring the day after that.

Marketing Assets

What are marketing assets? They are the platforms you own, control, and/or use to get messages to families, partners, and the public at large.

Try to use as many of the following assets as possible with your potential job applicants:

- Digital
- Website and social media platforms
- Printed Material
- Business cards, hard copies of job postings and brochures
- Conventional Ads
- Paid advertising in newspapers, radio stations, television and online
- Content
- Blogs, videos, or the job posting language
- Promotional Activities
- Merchandise and events that get your name out there
- Direct Marketing
- Proactive, sales approach via mail, open houses, outreach and partner referrals

Quality Postings

A high-quality job posting includes a description of the job duties, experience necessary, compensation and benefits as well as compelling reasons they should apply with your business over your competitor.

According to Gallup, workers today are seeking purpose, development opportunities, and an authentic and engaged manager. (1)

Show potential employees that your business is right for them by crafting job postings that talk as much about why they might find happiness and satisfaction working with you as the duties and skills needed.

Wide Distribution

To ensure your postings get in front of as many potential applicants as possible, it is important to understand passive and active recruitment strategies.

Passive distribution includes:

- Job Posting Sites
 - [MT ECP Job Board](#)
 - [Raise MT ECE Job Board](#)
 - ZipRecruiter
 - LinkedIn Jobs
 - CareerBuilder
 - Monster
 - FlexJobs
 - Indeed
 - Hired
 - TestGorilla
 - Glassdoor
- National Labor Exchange (NLx)
 - NLx links state job banks into a nationwide directory. To find people potentially moving into your community from outside the state, NLx can broaden your exposure.
 - <https://montanaworks.gov/>
- Handshake
 - This platform is used across the U.S. by public and private colleges and universities for students, recent graduates, and alumni.
 - <https://app.joinhandshake.com/login>
- Child Care Aware of America Career Page
 - This one should be a priority. If you are trying to hire a childcare worker, potentially from another state, CCAoA could be a way to reach them.
 - <https://careers.childcareaware.org/jobseeker/search/results/>

Strategic Diversification

In a highly competitive job market, employers must rethink who they are targeting and how they are reaching them. There is a saying in marketing and communications strategies: “Know your audience and join the conversation.”

Think about hiring older and younger workers, and trailing spouses or partners. Understanding what your company needs from a worker may also help you decide if you can make accommodations to hire someone out of a vocational rehabilitation program, from a traditionally underemployed background, or create a unique educational opportunity for the right candidate.

On-The-Job Training Positions

- Apprenticeship & Pre-apprenticeship
 - <https://apprenticeship.mt.gov/>
 - Learn more about the [Montana Early Childhood Apprenticeship Program](#)
- School-supervised work experience or career exploration program for high school-aged students
 - [See MCA 41-2-115](#)
- Trailing spouses and partners
 - If your community has a military presence, some service members bring family members. Those groups often have Facebook pages.
 - Montana has also seen an influx of migration. Many economic development organizations around the state have created email newsletters and online groups to share job openings.
- Transitioning military members
 - The Department of Defense has a program for service members transitioning into civilian life called SkillBridge. It creates on-the-job training, internships, and apprenticeship opportunities.
 - <https://skillbridge.osd.mil/>
- Employment & Training Services
 - Organizations around the state, like Opportunities Inc., have employment and training services.
 - <https://oppincchanginglives.org/employment-and-training-services/>
 - Customized Employment Experiences for Montanans with Disabilities
 - <https://dphhs.mt.gov/detd/vocrehab/>
- Attracting Retirees
 - Senior Centers
 - Retired and Senior Volunteer Programs

Summary

It may not be possible to try everything mentioned in this article. But being more proactive and comprehensive will help to align expectations with strategies. Relationship maintenance is time consuming, but worth it when you hire good staff and can keep them long term.

For additional assistance attracting talent into your childcare business, contact Zero to Five Montana's Senior Child Care Business Advisor Jason Nitschke at JasonN@ZerotoFive.org.

Sources:

1. <https://www.gallup.com/workplace/285674/improve-employee-engagement-workplace.aspx>
2. <https://montanaworks.gov/>
3. <https://app.joinhandshake.com/login>
4. <https://careers.childcareaware.org/jobseeker/search/results/>

DISCLAIMER: Staff at Montana Child Care Business Connect and Zero to Five Montana do not provide legal or tax advice. Please consult a qualified professional when making these types of decisions.

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