



# Workforce Professional Development Series

*Session 2: Crafting Effective Job Announcements*  
*Thursday, January 19, 2023*

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# ASSOCIATION OF CLINICIANS FOR THE UNDERSERVED



Access to Care & Clinician Support

Recruitment & Retention

National  
Health Service  
Corps

Resources

Training

Networking

- National Cooperative Agreement awarded in 2014
- Funded by the Bureau of Primary Healthcare
- One of 21 National Training and Technical Assistance Partners (NTTAPs)
- Produces **FREE** Resources, Training, and Technical Assistance

[www.chcworkforce.org](http://www.chcworkforce.org)

Contact us: [info@chcworkforce.org](mailto:info@chcworkforce.org)

# HOUSEKEEPING



- This session is being recorded and the **recording** will be sent via email to everyone who registered
- Use the **Chat** box to ask questions and share comments and thoughts
- Send a message to **Mariah Blake** if you are experiencing technical difficulties.
- Please complete the **evaluation** at the end of the session



# PURPOSE OF THE WORKFORCE PD SERIES



**To provide a space for professional development and collaboration to support your workforce recruitment and retention efforts.**



# HOW WILL WE ACCOMPLISH OUR PURPOSE?



**ACU**  
ASSOCIATION OF CLINICIANS  
FOR THE UNDERSERVED



## **Professional Development & Train the trainer sessions**

Learn how to use resources at your health centers & present content and use STAR<sup>2</sup> Center resources in your workforce TTA programs

## **Building your network**

Build a community with other workforce leaders and become comfortable leaning on one another for support

## **Keeping you informed**

As a workforce leader and trainer, you benefit from knowing what your colleagues are experiencing and hearing about promising practices

## **Bringing you inspiration**

Let the conversations inspire you to do your work in new ways and re-energize your spirit

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How long have you been involved in workforce at your organization?

- I'm new! Less than one year
- 1-3 years
- 3-5 years
- More than 5 years





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What is your favorite movie,  
TV show, book, podcast, or  
other story-based media?



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You are writing a book  
about your organization,  
what would the title be?

Think about the words you  
would use to describe your  
organization's history, mission,  
culture, etc.



# RECRUITMENT PLANNING

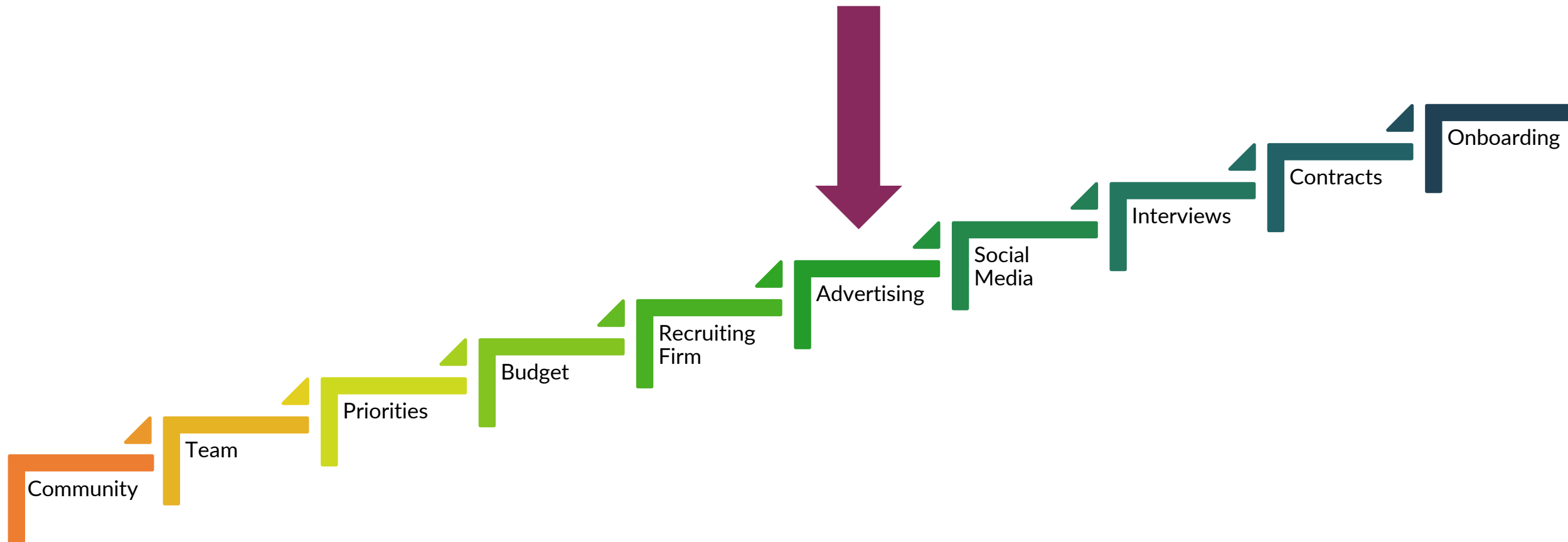
## Key Areas



**ACU**  
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FOR THE UNDERSERVED



**STAR<sup>2</sup>CENTER**  
SOLUTIONS TRAINING AND ASSISTANCE  
FOR RECRUITMENT & RETENTION



# MARKETING & BRANDING





# BRANDING & MARKETING

- Branding: unique meanings and distinctive features
- Marketing: process of promoting services
- Make your brand **authentic, attractive, and visible**
- Think about how you brand and market yourself as an employer
  - What is your message to prospective candidates?
  - How are you communicating your mission, vision, and values?
  - How are you highlighting your culture in your recruitment content?

# IMPORTANCE OF MARKETING & BRANDING

Effective marketing and branding can highlight an organization's commitment to:

- justice, equity, diversity, and inclusion
- pay equity
- professional development
- employee successes
- work/life balance
- a mission-driven culture from employee AND patient perspectives
- community impact and innovation
- and more

***Tells others why your organization is worth working for!***

# CRAFTING JOB ANNOUNCEMENTS





# RECRUITMENT ADVERTISING

Make an Impression



- Write ads in **ADVANCE!**
  - Customize ads for each type of position AND media/outlet
  - Insert pertinent details when you have a vacancy
  - Save LOTS of time
- Write a **COMPELLING** ad!
  - Highlight your health center – what makes it unique?
  - Highlight your community – why would someone want to live there?
  - Include the benefits and positives about your health center – why is this a great place to work?

## JOB ANNOUNCEMENT TIPS

- Mention the mission
- Explain: who is your patient population?
- Use positive language when describing your health center and its staff, patients, and community
- Answer the question WHY? – Why does your health center value its patient population and community?
- Show HOW your health center cares about its workforce
- Include a salary range



## JOB ANNOUNCEMENT TIPS

- Take a strengths-based perspective
- Avoid language that connotes a burnout environment – such as “under-pressure”
- Avoid gendered language
- Check grammar, spelling, sentence structure (use clear language)
- Employ a user-friendly application process
- Make it personal
- Be creative



## JOB ANNOUNCEMENT TIPS

- For clinical postings, ensure clinical terminology is correct (have individuals in the position you are recruiting for review the job announcement)
- Only ask for what you need (ex: if you don't review cover letters, don't ask for them)
- Ensure accessibility
- Provide a contact person
- Be brief, but with substance
- Be respectful of the applicant's time



# DIVERSITY, EQUITY, & INCLUSION

## Develop Inclusive Job Announcements



- **Develop** an organizational DEI statement/commitment
  - This is not an equal opportunity employer statement
  - Add it to your job announcement and website
- **Highlight** inclusive benefits
  - Mentorship programs for BIPOC and other underrepresented staff
  - Needs accommodations
  - Inclusive leave policies

**Central City Concern Equity Commitment**  
People of color and members of the LGBTQIA+ community experience homelessness at a far higher rate. This is unacceptable. CCC is committed to significantly reducing these disparities through improved culturally-responsive service delivery, broadened community partnership, advocating for systemic change, and advancing organizational equity.

# RECRUITMENT ADVERTISING

Advertise for Diverse Candidates



- National Hispanic Medical Association
- National Black Nurses Association
- National Association of Hispanic Nurses
- National Medical Association
- Our Professional Network!

Resource: [Building an Inclusive Organization Toolkit](#)

## BUILDING AN INCLUSIVE ORGANIZATION

Job Posting Sites

The following national organizations have Career Centers available for job postings. Click on their organization's name to be directed to their website.

### [National Hispanic Medical Association](#)

NHMA empowers Hispanic physicians to lead efforts to improve the health of Hispanic and other underserved populations in collaboration with Hispanic state medical societies, residents, and medical students, and other public and private sector partners.

### [National Black Nurses Association](#)

NBNA's mission is to provide a forum for collective action by African American nurses to represent and provide a forum for black nurses to advocate for and implement strategies to ensure access to the highest quality of healthcare for persons of color.

### [National Association of Hispanic Nurses](#)

NAHN is the nation's leading professional society for Latinx nurses.

### [National Medical Association](#)

NMA is the collective voice of African American physicians and the leading force for parity and justice in medicine and the elimination of disparities in health.

### [National Alaska Native American Indian Nurses Association](#)

NANAINA unites American Indian/Alaska Native nurses and those who care for AN/Al people to improve the health and well-being of American Indian/Alaska Native people.

### [Philippine Nurses Association of America](#)

PNAA is an organization responsive to Filipino-American nurses' needs.

### [Our Professional Network!](#)

Our Professional Network! provides the LGBT community with a trusted professional network, which pairs members with employers who are serious about building a diverse workforce to meet the needs of an increasingly diverse customer base.



# STAR<sup>2</sup> CENTER CWP TEMPLATE

## Job Announcements



Newly Updated!

Click here to access the STAR<sup>2</sup> Center's [Health Center Comprehensive Workforce Plan](#) (includes Instructions, Template, and Action Plan)



### Advertisement Text (Template)

Job Announcement Title	
<b>Body</b>	
<ul style="list-style-type: none"><li>○ Type of organization</li><li>○ Location (rural, urban)</li><li>○ Statement of position type (FT or PT)</li><li>○ Salary range</li><li>○ HC mission, vision, and values</li><li>○ Promote mission-driven health center environment</li><li>○ Brief description of the positive aspects of the region (e.g., cultural opportunities, outdoors, nature experience, local culture, food)</li><li>○ Promote any positives (e.g., flexible schedules, teaching opportunities, stipend for travel expenses)</li><li>○ Include any recognition (e.g., PCMH)</li><li>○ Include possible incentives (e.g., professional development benefits, bonuses, loan repayment)</li><li>○ DEI commitment statement</li></ul>	
Contact Person and Information	



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What is one change you can  
make today to craft more  
effective job  
announcements?



# NEXT STEPS



We know it might feel like a lot, but sometimes the best way to start is just to start.

You got this!



# QUESTIONS





# STAR<sup>2</sup> CENTER RESOURCES

- [Recruitment & Retention Self-Assessment Tool \(Newly updated!\)](#)
- [Health Center Comprehensive Workforce Plan Template \(formerly Health Center Provider Recruitment & Retention Plan - Newly updated!\)](#)
- [Pay Equity Checklist](#)
- [MA/DA Retention Paper](#)
- [Financial Assessment Tool \(Newly updated!\)](#)
- [Building an Inclusive Organization Toolkit](#)
- [Resiliency Toolkit](#)

[You can find all of the STAR<sup>2</sup> Center's free resources here](#)

[Sign up for our newsletter here for new resources, trainings, and updates](#)

**Thank you!**

**Join us for the next session!**

**Thursday, February 16, 2023, 2-3 PM ET**

**NHSC as a Recruitment & Retention Tool**

[chcworkforce.org/training](https://chcworkforce.org/training)



# WORKFORCE PROFESSIONAL DEVELOPMENT SERIES



## Upcoming Sessions:

Thursdays from 2:00 – 3:00 pm EDT

- February 16, 2023
- March 16, 2023



READY TO LEARN MORE?

Check out the  
**STAR<sup>2</sup> Center Self-Paced Courses**

And the STAR<sup>2</sup> Center's  
Podcast Series, **STAR<sup>2</sup> Center Talks**  
**Workforce Success**

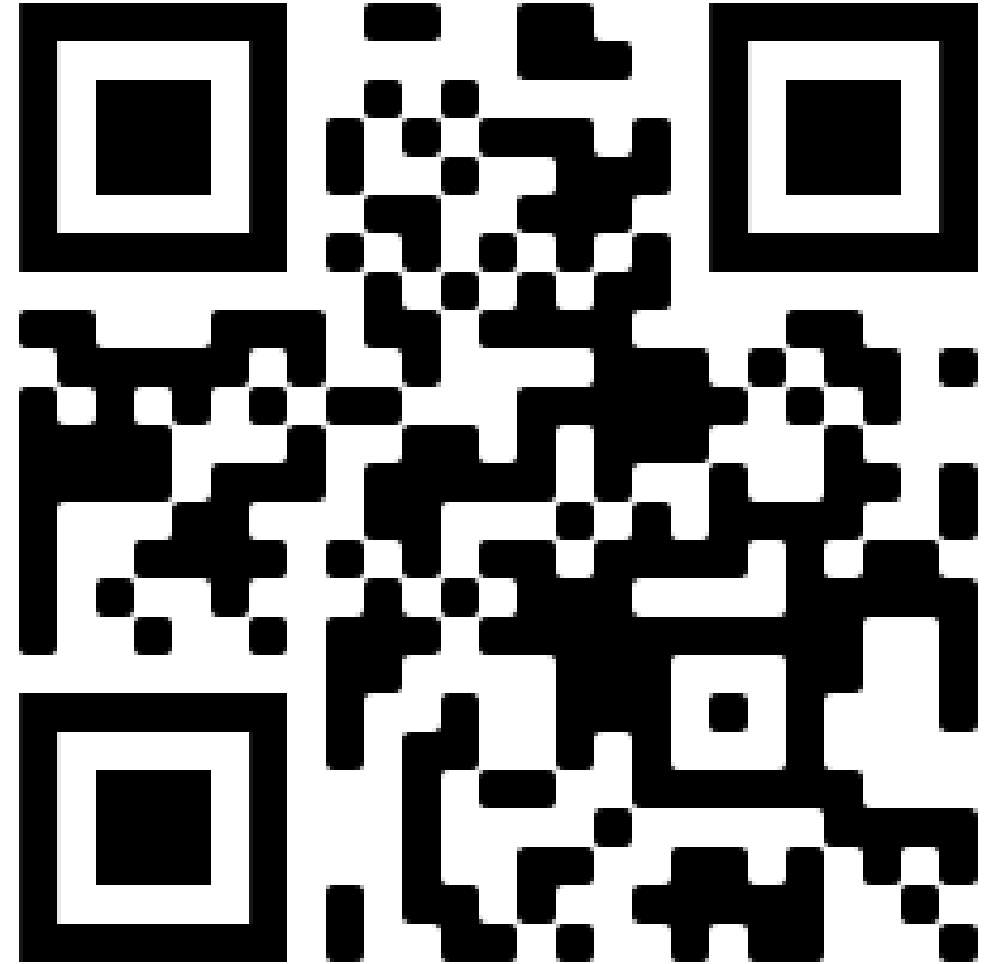




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