Top 5 Reasons To Use BSCAI’s New Job Board

As an HR firm that specializes in the building service contract world, we were delighted to learn about the launch of BSCAI’s new industry job board. Our recruiters know full well the power of a strong industry-specific job board, which can be a valuable tool for employers and job seekers alike. Here are the top 5 reasons we plan to use the new BSCAI Job Board:

1. **Better Audience.** Niche job boards mean our client’s job postings are more likely to be viewed by quality talent who are familiar with and work in the building services field. Larger and more general job boards often generate hundreds of applications from wholly unqualified candidates. Having an industry-specific board enables us to be more efficient in identifying qualified applicants and increases our opportunities for success.

2. **Better Candidate Database.** Approximately 80% of our placements as recruiters are the result of our active searching for candidates. Waiting for candidates to apply for a position rarely works these days – we have to go find them. Having a solid database of industry-qualified candidate resumes to search through is one of the most effective ways of finding top talent.

3. **Better Prominence.** On the larger sites like Monster, CareerBuilder, LinkedIn and even Indeed, the competition for prominence in how your job is displayed is strong. Many companies will pay a premium to receive priority in how the post is displayed, which means your posting will not get the same visibility if you don’t pay up. Industry job boards are much more likely to level the visual playing field so that your postings are more likely to stand out and be seen than they would be on a national job board.

4. **Stronger Community.** On niche job boards, an industry-specific “community” can easily form, enabling companies and candidates to see the types of positions that are evolving and moving in the industry, the types of candidates that are actively looking for work and the geography of employment in the industry. It truly becomes a bellwether of the labor market in the industry – and this can be enormously useful to companies and candidates alike.

5. **Smarter Spend.** BSCAI’s job board is priced affordably, particularly for members of the association. As a result, you are likely to pay less than you would for other big job boards and reach a more targeted, qualified talent pool. As recruiters, we are always looking for the smartest spend, which this certainly is.

We are excited about the new BSCAI job board and know it will be our go-to when posting for a job opening in the building service industry. We hope to see you there!

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*Affinity HR Group is a BSCAI endorsed partner and resource for people management issues.*