

## Indeed Hiring

When you head to Indeed.com you will be prompted to either sign in or create an account. If you don't have an account, signing up is easy. Just click "sign up" and enter your practice information until you are complete and taken to your account's dashboard.

### Posting a Job

Before even posting the job, it is important to outline what you are looking for in this employee.

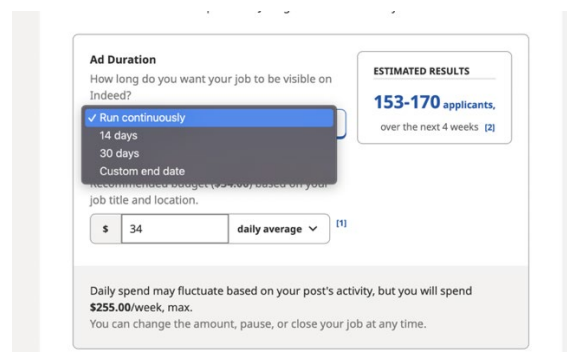
- The job description must clearly outline all duties, expectations and requirements.
- Pay rates are now required when posting a job, but you can always set a range and clarify in the job description that the rate is dependent on experience.
- When posting the job you will have an option to add requirements in terms of education, work experience or license or certificates. This is a great opportunity to really narrow down your applicant pool. If you are looking for a candidate who has 2 years of dental assisting experience, you can click "deal breaker" and it will automatically reject candidates who do not fit within your requirements.
- We recommend sending the job ad to your ePM consultant to review before posting to ensure all points are covered. A well-articulated job ad can help you find (and keep) the right employees.

### Sponsoring a Job

You have the option to pay to sponsor a job, which will increase its visibility and attract more applicants. For some jobs, sponsorship may not be necessary, and I would always advise letting a job run for a few days and testing applicant pool.

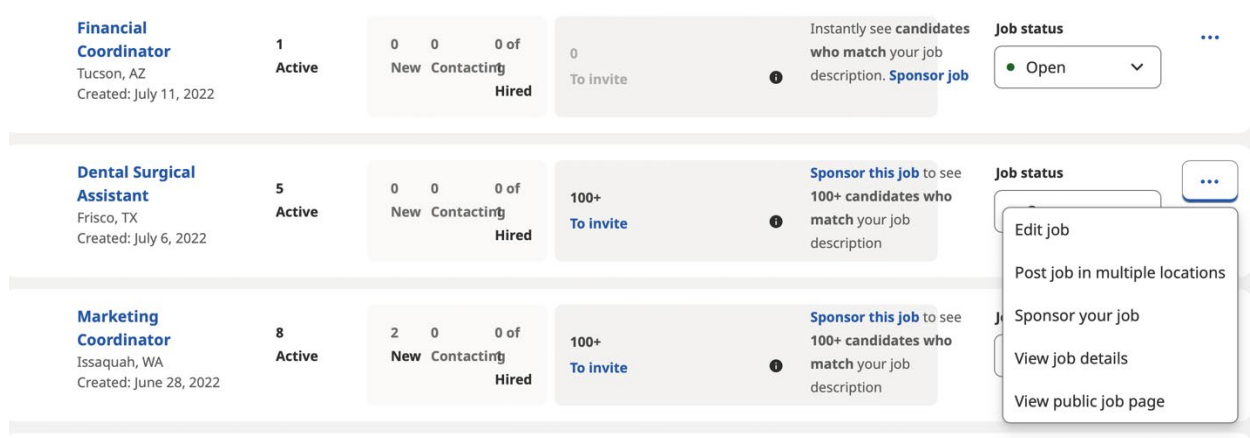
Indeed has been changing the way they sponsor jobs, so depending on the age of your Indeed account, you may have the option to either sponsor per day, or per applicant.

- Per day sponsorship: Indeed will recommend a daily average but it's best to start in the \$10 range and only increase if needed. The sponsorship will run until you turn it off, unless you set an end date.



The screenshot shows the 'Ad Duration' section of the Indeed job posting interface. It asks 'How long do you want your job to be visible on Indeed?' and offers four options: 'Run continuously' (selected), '14 days', '30 days', and 'Custom end date'. A note below the options states: 'Recommended budget (\$25.00) based on your job title and location.' Below the options is a price input field showing '\$ 34' and a dropdown menu set to 'daily average' with a '[1]' icon. To the right, the 'ESTIMATED RESULTS' section shows '153-170 applicants, over the next 4 weeks [2]'. At the bottom, a disclaimer reads: 'Daily spend may fluctuate based on your post's activity, but you will spend \$255.00/week, max. You can change the amount, pause, or close your job at any time.'

- Per-applicant sponsorship: This new method of sponsorship will only charge you for applicants that you like, but you only have 48 hours to accept or reject them before being charged. This form of sponsorship just means that you have to be vigilant about rejecting unqualified candidates, and in set strong deal-breaker requirements so that you aren't paying for candidates who aren't right for the position.
- All sponsorship can be paused or changed at any time through the main dashboard. From "edit job" you can go over all job details, as well as sponsorship.



The screenshot displays a job dashboard with three active job listings. Each listing shows the job title, location, creation date, and a status of 'Active'. Statistics for 'New', 'Contacting', and 'Hired' applicants are provided for each. A 'Sponsor this job' button is present for each listing, with a tooltip explaining that it allows users to instantly see candidates who match their job description. A dropdown menu is open for the 'Marketing Coordinator' job, listing actions such as 'Edit job', 'Post job in multiple locations', 'Sponsor your job', 'View job details', and 'View public job page'.

## Managing Applicants

The most important part of hiring is consistently following up on applicants. You can miss out on a good candidate by just waiting a day too long to respond. The flow of successful Indeed hiring should be as follows:

- Review applicant on Indeed
- Reach out with introductory email requesting a short phone call to discuss their resume and get a feel for their background, experience and expectations for the position. Ask open ended questions like:
  - "Tell me a bit about your background and experience."
  - "What are you looking for in a new position?"
  - "What would be your ideal work environment?"
- If you think the applicant seems worth interviewing in person, schedule them while on the phone for an in-office interview.
- After you get off the phone, send a follow up email with the address to the office confirming the appointment and offering a phone number to call in the event anything comes up beforehand.



Jobs can always be paused while reviewing applicants, and once you've hired an applicant you can close the job. If you ever need to reopen it at a later point, while you go to post a new job it'll give you an option to choose a previously posted job.

The faster you make initial contact and get them into the office, the better chance you have of making a successful hire. As always, your ePM consultants and our hiring department are here to help guide you through the process when needed.