

Integrated Connections



A Job Post is a crucial marketing tool for attracting viable health care professionals to your practice. Here are some tips to help you craft a professional advertisement that will get noticed, and be a great representation of your practice.

Job Title - Be specific in the title. Make it easy for qualified candidates to find your job, i.e. Integrative Pediatrician (MD/DO), Functional Medicine Health Coach

Job Location - Optimizes search results. Include the city, state. If it's not a well-recognized area, add in the description section why your town is a great place to live.

Description - Concise and attention grabbing. Include a brief description of your *organization* and the job *responsibilities*. Highlight the best things you offer candidates.

Your Organization: Tell candidates why they would love to work with you, and show them with a video if you have one.

- Do you have a compelling mission statement that describes your great culture?
- Are you long established or experiencing rapid growth?
- Do you have a support staff that works as a collaborative team?

Position Responsibilities: Describe the duties, some examples:

- Patient care services that are provided by this role. Longer patient visits.
- Leadership, research or speaking responsibilities.
- Developing patient materials or curriculum.

What You Offer: The tangible and non-tangibles that make you a great employer.

- What kind of benefits and compensation package?
- On-the-job training or mentoring?
- Flexibility in schedule, i.e. a 4-day work week; full or part-time; flex start time?

Requirements: A short list of the most essential requirements. Cast a wide net, you don't want to exclude candidates who've demonstrated initiative that they're dedicated to becoming an excellent provider in the field.

A strong written description, a video and a logo will all help construct a great representation of your practice and opportunity.