

## NationJob – A partner in business for small business

Larger employers with vacancies have a multitude of options for advertising job opportunities – classified ads, online job boards, billboards, radio, television ads, LinkedIn. But the same doesn't hold true for smaller employers who often lack the financial means to market their open positions. And yet, the two or three positions they may need to fill for the year, can be critical to their success.

That's where the partnership between the Green Bay Area Chamber of Commerce, larger community minded member businesses, and the Nation Job program come in. Nation Job is the oldest and largest privately held job board in the nation. They specialize in working with chambers of commerce and their members. Several years ago, Nation Job partnered with the Northeast Wisconsin Chambers of Commerce in Green Bay, Oshkosh and Fond du Lac. The partnership allows for these Chamber's larger members to utilize Nation Job at significantly reduced costs. In turn, the larger Chamber members are recognized as community leaders because it is through their participation that NationJob access is granted to smaller members with less than 35 employees at no cost.

Jobs posted through this partnership have generated 1.3 million job views and 30,000 clicks to apply over an eighteen month period.

And who better to speak to the benefit of this partnership than companies who have used it? Here are some insights from several Chamber members who tapped this benefit on their businesses' behalf.

### Unishippers - Green Bay



Unishippers - Green Bay, a shipping logistics company offering a wide range of shipping services through partnerships with top delivery companies in the country, has taken advantage of what NationJob has to offer. Last year, Unishippers posted 13 jobs in a variety of areas (sales, accounting, operations, customer service and human resources), and hired for 10 of the positions.

Wanda Sieber, CEO, likes how easy NationJob is to use. "I really like the ease of searchability," she said. "I recommend it because of the extended reach it offers employers." Unishippers staff has taken links to the job postings on social media as well, expanding on NationJob's already broad viewership.

### Technology Architects, Inc.

Technology Architects has been operating locally for 17 years in the technology industry. While the company tends to have few job openings, they did post two engineer jobs via NationJob this past year. Not only was Office Manager Margaret Winkelman excited about the user-friendly capabilities of NationJob.com, but also the volume of candidates, typically five to 15 candidates per position. She also valued the quality of candidates – she hasn't found the same caliber of applicants with past online job postings they've tried. Plus, "it's a cost-effective way to reach potential candidates, and that's extremely valuable," she said.

### Dynamic Metal Technologies, Inc.

Dynamic Metal Technologies, Inc., a metal fabricated solutions provider that is an extension of Velocity Machine, Inc., has found NationJob extremely helpful in finding skilled candidates for job positions, mainly machinists and manufacturing support staff.



They particularly like that NationJob postings are visible on various online job search engines, increasing their openings' exposure.

"We are able to reach a wider band of applicants and bring in more qualified candidates," said Amanda Quillen, human resources coordinator for the company.

While applicants vary by position, they have been impressed overall; a recent part-time office position brought in 200 applicants. And the 72-employee firm enjoys the cost-effectiveness the tool offers. "It's an affordable mode for attracting new employees," said Quillen.

### Romo Incorporated

Romo Incorporated, founded in 1953, is an area manufacturer of durable graphics with 150 employees. Debbie Wittrock, accounting manager, human resources and safety speaks highly of NationJob for various reasons. "It provides easy access and allows us to post an unlimited number of openings with only one annual fee," said Wittrock.



Typically, Romo Incorporated has five openings posted in a year. In addition to being able to renew current postings,

Wittrock likes being able to clone job descriptions for new postings rather than re-creating.

Having used other online resources in the past, Wittrock enjoys not only the high quality of candidates, but NationJob's impact on the company's bottom line. "The cost differential is huge, keeping costs down," said Wittrock.

The range of views that NationJob has brought their jobs averages around 500 per job, making the reach of NationJob far and wide. "I would recommend NationJob to other Chamber members because of the range of areas that NationJob accesses with all their postings," she added.

Interested in learning more about this amazing Chamber member benefit? Visit [titletown.org/nationjob](http://titletown.org/nationjob) or call 920.496.2113.