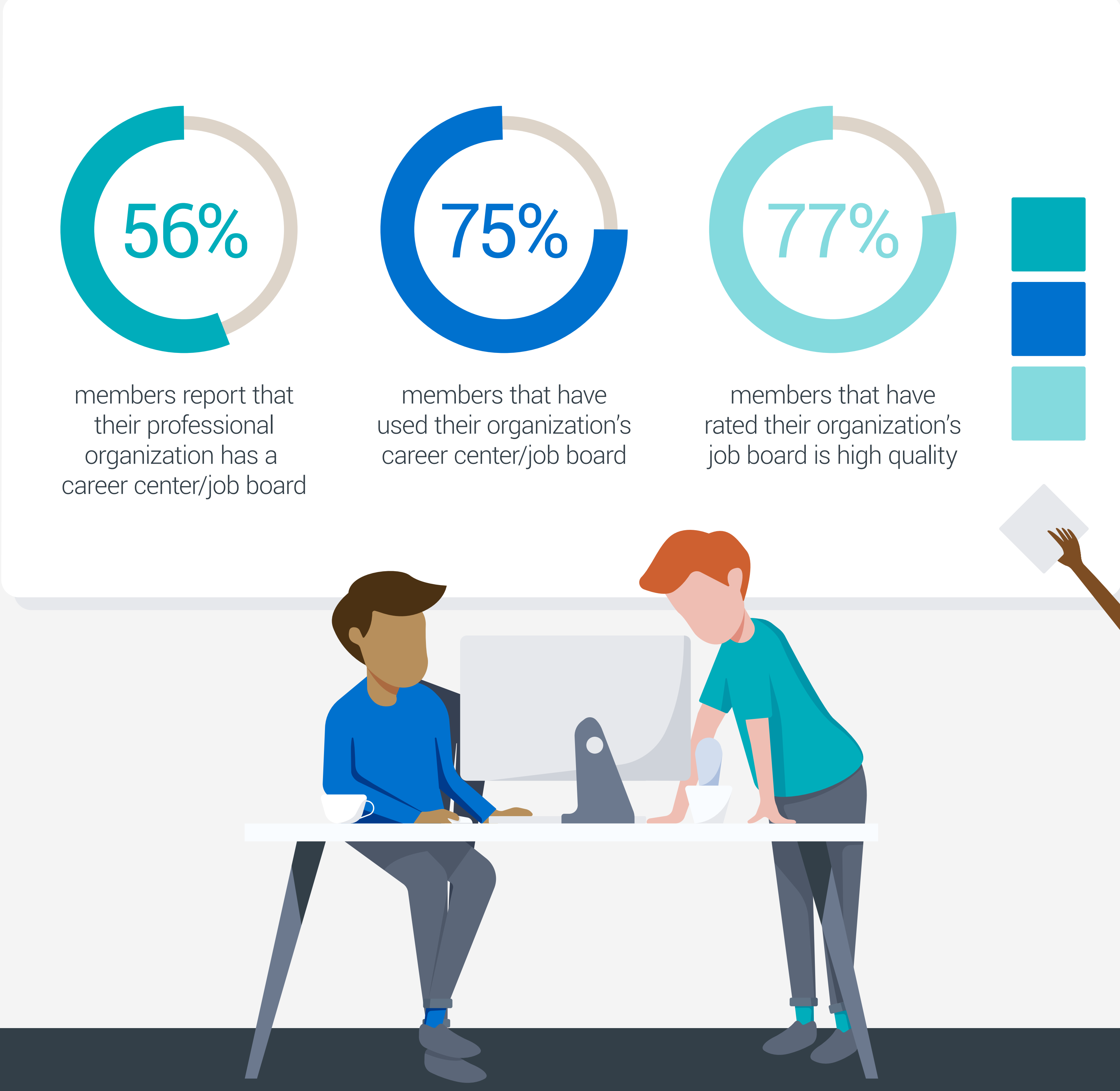


BENEFITS OF A CAREER CENTER



Top reasons members join associations, by generation



1 Generate Non-dues Revenue



Employers pay a premium to get their jobs in front of your members

Increase ROI by getting jobs in front of passive job seekers

Offer additional sponsorship opportunities like banner ads and career fairs

2 Provide Career Advancement

2

Members have access to niche jobs in your industry

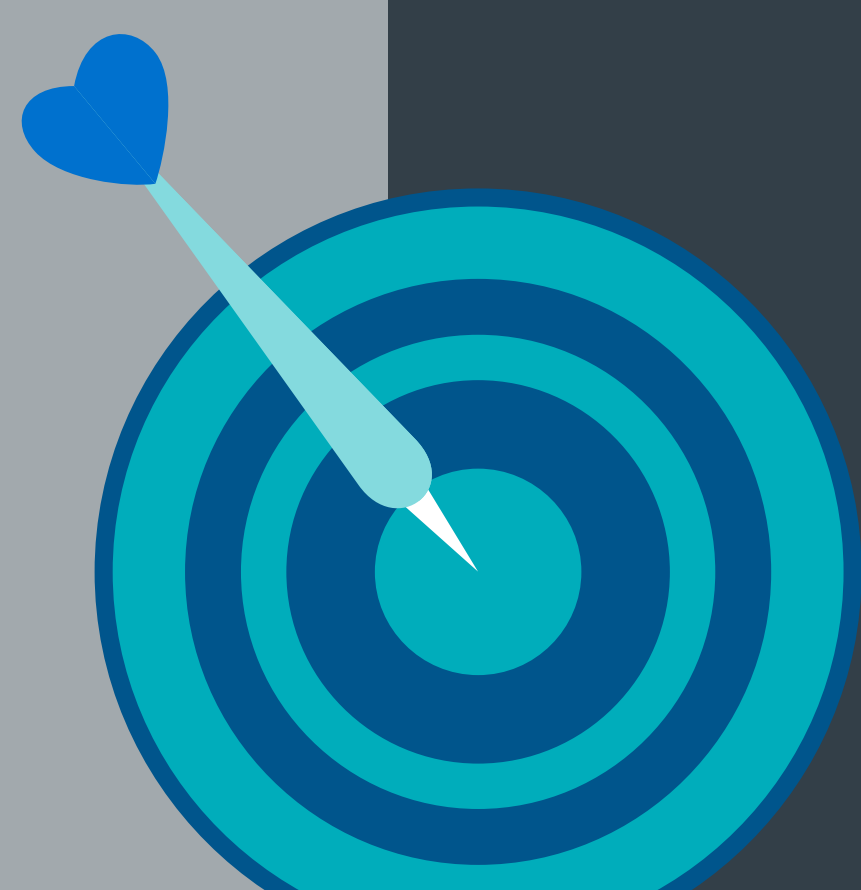
Members will look to you as the reputable place to job hunt

Offer career resources for your members on top of open opportunities



3 Acquire New Members

Collect new, potential member leads via your career center.



Include membership sign-up content on your career center to stay top-of-mind

Non-member information can be captured automatically by the AMS when they visit your site and sign up as a job seeker

Generate a report of non-member job seekers to use in marketing efforts to drive new members

4 Acquire New Learners

4

Career opportunities and continuing education go hand-in-hand.

Present learning opportunities on your job board home page

Dynamically show courses related to a user's job search to drive course registrations

Offer relevant courses based on a job seeker's uploaded resume content



5 Engage and Retain Members



Provide a member benefit no other association can give

Engage by providing job opportunities via email, social and website promotion

Be the go-to recruitment resource in your industry



Find out more about how you can exceed expectations with a career center by YM Careers.

communitybrands.com/ym-careers