NORTHEAST INDIANA’S JOBS AND INTERNSHIPS PORTAL

Digital toolkit for jobs and internships in Northeast Indiana

› How to Post a Job
› Social Media Promotion
› Embeddable Widget and Links

NEINDIANA.COM/DigitalToolkit
From the Northeast Indiana Regional Partnership Team

Thank you for utilizing and promoting Northeast Indiana’s Jobs and Internships Portal.

Northeast Indiana’s Jobs and Internships Portal puts you at the front and center of job seekers. Tell your company’s personalized story to attract the talent you need to grow your business.

In this toolkit, you’ll find suggested messaging to link the jobs portal on your website. You’ll also find suggested social media posts and a useful hashtag to share on your social networks.

In addition, the entire jobs portal is shareable through an embeddable widget! In this toolkit, you’ll find step-by-step instructions on how to add the widget code on your website.

We also provided helpful graphics and images, too.

We will continue to update this toolkit as the website updates. Should you have any questions or need additional materials, please don’t hesitate to contact us directly.

Thank you,

Northeast Indiana Regional Partnership Marketing Team

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About Northeast Indiana’s Jobs and Internships Portal

Not unlike other communities in Indiana and throughout the Midwest, when it comes to attracting and retaining the talent desperately sought by our employers, Northeast Indiana is losing.

This may be hard to admit, but the reality is that we are losing 1,000 of our native born youth every year to other communities. At our current rate of growth, the projected size of our workforce will decline by more than 8,000 in the next 10 years. Over the same period, with the current rate of job growth of employers, we will need to fill over 100,000 new and replacement positions. This is startling and urgent.

With unemployment hovering around 4 percent for the counties in Northeast Indiana, regional employers need talent to fill in-demand jobs now.

Development Counsellors International (DCI) surveyed more than 1,000 working individuals to understand what they look for in a job and a community—and what factors will seal the deal when they’re considering relocating for a new job opportunity.

“If you think people choose location first and jobs second, you may want to think again. While location is an important factor in talent relocation decisions, it is far from the singular driver. When asked “would you consider relocating if the opportunity was not tied to a job?” the response was split nearly 50/50 between yes and no. Rather, our research showed that jobs are the real driver for relocation.” – “Talent Wars” report by Development Counsellors International (DCI)

Nearly half of the respondents say they are somewhat or extremely likely to relocate for a new job opportunity in the next five years.

To attract and retain talent, Northeast Indiana and its regional employers must market the region’s job opportunities. That is why Northeast Indiana’s Jobs and Internships Portal is critical to the region’s economic growth.
Press Release to Share

(Origin of Press Release)

Northeast Indiana Regional Partnership Launches Jobs and Internships Portal

FORT WAYNE, Ind. - The Northeast Indiana Regional Partnership announced today the launch of Northeast Indiana’s Jobs and Internships Portal.

The website, located at www.neindiana.com/jobs, provides an easy-to-access, comprehensive database of jobs and internships available in Northeast Indiana’s 11 counties to attract and retain talent in the region.

“This portal provides a convenient location for job and internship seekers to find coveted jobs and work-based learning opportunities. This site will be a cornerstone to our future talent attraction and retention strategies to support the needs of regional employers,” said John Sampson, president and CEO of the Northeast Indiana Regional Partnership.

Talent looking for opportunities can search for jobs or internships by city, county, zip code, industry or experience level. Users also benefit from customized email alerts, which will send a weekly email to job and internship seekers based on their customized search criteria.

Northeast Indiana’s portal allows users to learn more about the region, too. Users can access:

- cost of living calculator;
- relocation resources;
- quality of life information; and
- videos of life in the region.

“The website sells Northeast Indiana as a region experiencing momentum. It tells Northeast Indiana’s unique story. The portal illustrates that Northeast Indiana is a place that people not only want to work, but a place where people can develop roots, engage in the community and send their kids to school,” said Brent Becker, Chief Operating Officer at Pro Resources Staffing Services.

The website supports the region’s business development, talent development and talent attraction strategies. Through a targeted national digital advertising campaign, Northeast Indiana will market the website to attract talent from around the country to live and work in Northeast Indiana.

Regional employers can also post jobs to the website to attract national talent never reached before. The website database is also available to share. With an embeddable widget, collaborating organizations including regional employers, chamber of commerce
offices, local economic development organizations (LEDOs) and regional recruiters can add the widget to their website, too.

The Regional Partnership collaborated with state and regional partners including Northeast Indiana Works, the Indiana Department of Workforce Development and IndianaINTERN.net on the launch of this website.

For more information about Northeast Indiana’s Jobs and Internships portal, visit www.neindiana.com/jobs.

About the Northeast Indiana Regional Partnership
The Northeast Indiana Regional Partnership was formed in 2006 to build a globally competitive economy in Northeast Indiana. It is a public-private partnership with the mission to build, market and sell Northeast Indiana to increase business investment. In 2010, the Partnership launched Vision 2020 to bring the region together around five key areas for economic growth: 21st Century Talent, Competitive Business Climate, Entrepreneurship, Infrastructure and Quality of Life. The Partnership supports 11 member counties: Adams, Allen, DeKalb, Huntington, Kosciusko, LaGrange, Noble, Steuben, Wabash, Wells and Whitley counties. For more information, visit www.neindiana.com.

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Blog to Share
(Link to Original Blog)

Submit Your Job for FREE on Northeast Indiana’s Jobs Portal

Northeast Indiana’s Jobs and Internships Portal puts your job posting front and center to job seekers and the best part is that the job posting is FREE!

The customized regional jobs portal allows you to tell your company’s story to attract the talent you need to grow your business.

By visiting www.neindiana.com/postajob, you can fill out as many, or as little, details about your job including:
- qualifications;
- responsibilities;
- benefits;
- salary; and
- experience level.

Once your job is posted, you have a customized link to share your job in company-wide emails or on social media accounts on Facebook, Twitter and LinkedIn. With Northeast Indiana’s free job posting site, employers no longer need to pay to share a job online.

Northeast Indiana’s portal lets you post your job for free and gives you a customized link to share online with friends, family and colleagues.

In addition, Northeast Indiana’s portal allows you to tell the story of Northeast Indiana to attract talent from around the globe.

The website also lets you learn more about the region by accessing:
- cost of living calculator;
- relocation resources;
- quality of life information; and
- videos of life in the region.

Want to learn more about the free Post a Job service through Northeast Indiana’s Jobs and Internships Portal? Contact Kate Virag, Vice President of Marketing & Strategic Communications, today by visiting www.neindiana.com/staff.
Sample Text for Your Website

Want to link Northeast Indiana’s Jobs and Internships Portal to your website? The examples below provide options for a short, medium or long link and message for your website.

**Audience – Potential Employees**

Sample Text Option 1 – Short
Northeast Indiana’s Jobs and Internship Portal

Sample Text Option 2 – Medium
Find your next job on Northeast Indiana’s Jobs and Internships Portal.

Sample Text Option 3 – Long
Looking for your next job or internship in Northeast Indiana? Visit Northeast Indiana’s Jobs and Internships Portal today.

**Audience – Employers**

Sample Text Option 1 – Short
Northeast Indiana’s Jobs and Internship Portal

Sample Text Option 2 – Medium
Post your job opening today for free. Visit Northeast Indiana’s Jobs and Internships Portal.

Sample Text Option 3 – Long
By posting your job for FREE on Northeast Indiana’s Jobs and Internship Portal you can tell your company’s story to attract new employees.
Social Media Promotion

Northeast Indiana Accounts to Follow

Facebook: NEIndiana
Twitter: @NortheastIN
Instagram: @Northeast_IN
LinkedIn: Northeast Indiana Regional Partnership
Hashtag: #NEIPride

Suggested Posts to Promote on Social Media

Below are social media posts promoting Northeast Indiana’s jobs website that you can copy and paste on your social media accounts. You can post these word-for-word or edit the message to fit your brand and voice. It’s completely up to you!

Suggested Posts to Promote - Your Job

Audience - A Message to Your Prospective Employees

Facebook

We are looking to add to our team! If you have the skills and experience we’re looking for please visit Northeast Indiana’s jobs portal to apply today!
Insert Link to Your Job Post

Twitter

We are looking to add to our team! Please visit Northeast Indiana’s jobs portal to apply today!
Insert Link to Your Job Post

LinkedIn

Are you ready to join a dynamic team? We are looking to add to our growing business. If you have the skills and experience we are looking for, please visit Northeast Indiana’s jobs portal to apply today!
Insert Link to Your Job Post
Suggested Posts to Promote - Jobs Portal

Audience – A Message to Prospective Employees

Facebook

Are you still looking for that perfect fit? Whether it’s your first professional job or you’re looking to take the next step in your career, find your next job on Northeast Indiana’s Jobs and Internships portal. http://neindiana.com/jobs

Twitter

Looking for a job in Northeast Indiana? Check out these 1,000+ openings! #NEIpride http://neindiana.com/jobs

Instagram

Getting a job is about more than applications and interviews — it’s about finding the right fit for you. Are you ready to find your next job? Visit Northeast Indiana's jobs website to see 1,000+ openings. Link in bio. #NEIpride http://neindiana.com/jobs

LinkedIn

Stop scouring endless job boards to find your next job or promotion. Northeast Indiana’s Jobs and Internships Portal provides a comprehensive list of jobs in our 11 county region. Visit the site today and get the job you deserve.
http://neindiana.com/jobs

Audience – A Message to Regional Employers

Facebook

Northeast Indiana’s Jobs and Internships Portal will connect your business with prospective employees. Post your job for FREE to tell your company’s story and attract new talent. http://neindiana.com/jobs
Twitter

Connect directly to the talent your business needs. Post your job for FREE on Northeast Indiana’s Jobs Portal. #NEIpride http://neindiana.com/jobs

Instagram

Attracting employees is more than applications and interviews — it’s about recognizing opportunity. Post your job on Northeast Indiana’s Jobs and Internships Portal and tell your business’ story to land the talent you need to succeed. Link in bio. #NEIpride http://neindiana.com/jobs

LinkedIn

Don’t miss an opportunity to find your next perfect fit - post your job for free on Northeast Indiana’s Jobs and Internships Portal to access talent you’ve never reached before. “The portal illustrates that Northeast Indiana is a place that people not only want to work, but a place where people can develop roots, engage in the community and send their kids to school,” fsaid Brent Becker, Chief Operating Officer at Pro Resources Staffing Services. http://neindiana.com/jobs/portal/#/post-a-job
How to Use the Widget

Our website database is available to share!

With an embeddable widget, collaborating organizations including regional employers, chamber of commerce offices, local economic development organizations (LEDOs) and regional recruiters can add the widget to their website. Simply copy and paste the code below on your website and you can showcase regional job opportunities, too.

1. Go to your website and log into your website management account

2. You have two options:
   a. add the widget to a page already on your website
   b. add a new page on your site

3. Copy and paste this code into the HTML portion of your website

   `<script src="http://s3.neindiana.com/jobs/v1/widget.min.js" type="text/javascript"></script>`

4. Save your webpage

5. Open that page in your web browser to make sure it is displaying like the photo below.

Having trouble? Contact your IT Department, your web developers or the Regional Partnership team for help!
Find a Job

1100 Available Jobs
Didn't find what you're looking for? Try adding a filter to your search, or enter a title in the search box.

Marketing Administrator

Company: Ford Meter Box  Location: Wabash, IN

The Ford Meter Box Company is accepting resumes for a Marketing Administrator. The position will be responsible for coordinating and directing various product campaigns, projects and initiatives. The duties for this position include: • Managing the submittal and certification letter programs • Directing catalog and price book publications and revisions • Supervising and preparing trade show booths and displays • Assisting with the creation and editing of web based promotional material • Managing the distributor co-op program • Facilitating web connections, ISP relationships, related analytics, and social media accounts Ford Meter Box is the leading manufacturer of brass valves and fittings for the water works industry, with over 100 years of operation. We offer competitive wages, a company funded 401(k) retirement plan, excellent medical benefits and a separate profit sharing plan. We also have an onsite medical clinic and fitness center. Resumes, work portfolio, and salary history may be sent to: opportunities@fordmeterbox.com

Project Engineer
Email Template

Subject Line:
Post Your Job for Free

Email Content:

Hello,

I wanted to share with you Northeast Indiana’s new Jobs and Internships Portal. It’s a comprehensive list of jobs in Northeast Indiana’s 11 counties and we encourage regional employers to post their open jobs directly to the site. It’s free to post, too!

Simply visit www.neindiana.com/postajob, fill out the required fields including your contact information and a link to apply for the job and your job will be published within 24 hours.

I hope you find this information helpful.

Do you have any questions? If so, please contact Kate Virag, vice president of marketing & strategic communications, today by visiting www.neindiana.com/staff.

Thank you,
[Enter Your Information Here]
How to Upload a Job

To post a job, gather your materials including your job description and company information then follow the instructions below!

1. Go to the Post a Job page

2. Fill in all of the required fields including:
   a. Company
   b. Position Title
   c. Type
   d. Employment Type
   e. Description
   f. Keywords/tags
      i. Keywords will allow people to better find your job posting! Please enter at least 3 keywords to describe your job.
   g. Qualifications
   h. Related Industries
   i. Company Information:
      i. Address
      ii. City
      iii. County
      iv. State
      v. ZIP Code
      vi. Email
      vii. Phone
      viii. Contact Name
      ix. Website URL to Apply

3. Fill out the optional questions you’d like to add more depth to your posting.
   a. Languages
   b. Responsibilities
   c. Experience Level
   d. Pay Period
   e. Pay
   f. Hours per week
   g. Flexible Schedule
   h. Company Benefits
   i. Duration
   j. Additional Notes

4. Fill out the expiration date
   a. Remember, you job will be public for 30 days unless you note otherwise.

5. Click Submit Job

6. An email will be sent to the email address entered in the company information section. When you receive that email, simply confirm your information. Then your job will be published within 24 hours of posting.
Information on Living in Northeast Indiana

Living in Northeast Indiana

Quality of Life

Videos of Living in Northeast Indiana

Cost of Living Calculator

Accolades and Rankings

Regional Profile

Relocation Information

#NELpride Social Media Wall
Additional Resources

Northeast Indiana Works
Indiana Career Connect
Indiana Department of Workforce Development
IndianaINTERN.net
Spherion
KB Search Team
Robert Half
PeopleLink
Aerotek
Manpower
Kelly Services
iHire
Pro Resources
Tower Staffing
Thank You to Our Partners

Indiana Department of Workforce Development
IndianaCareerConnect.com
Northeast Indiana Works
Indiana Chamber of Commerce
IndianaINTERN.Net