



**DirectEmployers  
Association**

# **The Job Syndication Situation:** How DE Partnerships Drive Your Job's Reach & Visibility

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DirectEmployers Association



## Unmatched Partnerships with Local & National Reach

- ☐ Prioritizing diversity partnerships to drive awareness
- ☐ Helping you access niche audiences through local, state, and national partnerships?
- ☐ Building solid relationships for successful conversations
- ☐ Providing current, accurate contact information

# Job Distribution Buckets

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## Job Syndication Alliances

- Job Feeds
- Hosted Job Sites
- Paid Job Postings

2

## Targeted Job Distribution

- Email Distribution

3

## VEVRAA Job Listing

- Email Distribution

4

## VocRehab+ (optional)

- Email Distribution

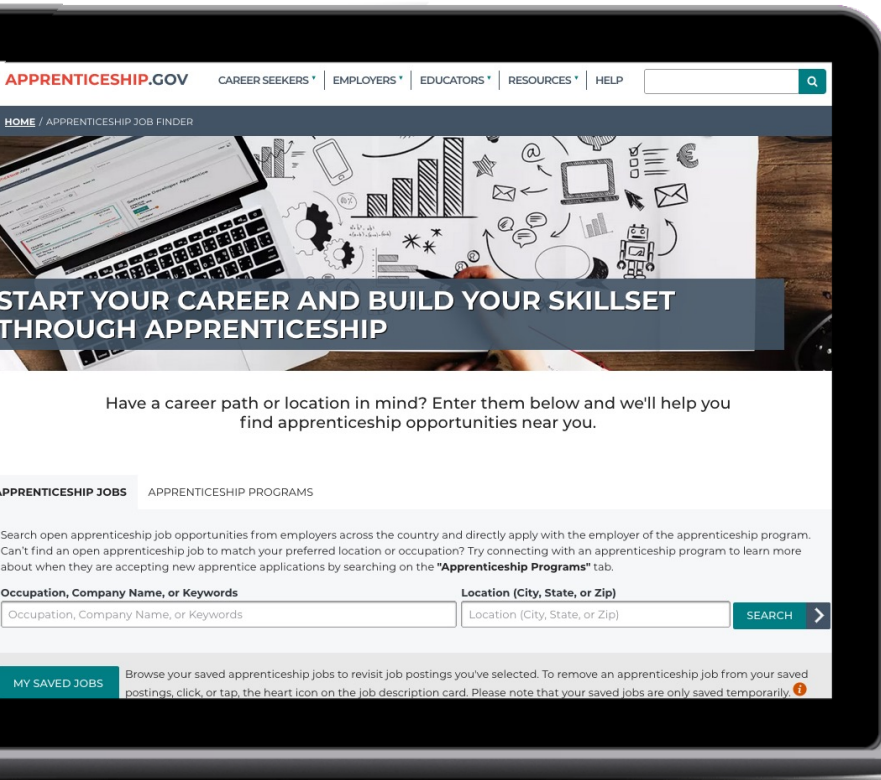
# Job Syndication Alliances

Deliver jobs to vetted diversity partners representing:

- ❑ State Job Banks
- ❑ Veterans & military spouses
- ❑ Individuals with disabilities
- ❑ Women & minorities
- ❑ College alumni

...and many more!





## Job Feeds

- ☐ State Job Banks
- ☐ [LinkedIn](#)
- ☐ [Apprenticeship.gov](#)
- ☐ [CareerOneStop.org](#)

...and many more on the  
[Job Alliance List!](#)

# Hosted Job Sites

- ❑ [Easter Seals](#)
- ❑ [AMVETS](#)
- ❑ [Student Veterans of America](#)
- ❑ [Campus Pride](#)
- ❑ [Veterans.usnlx.com](#)

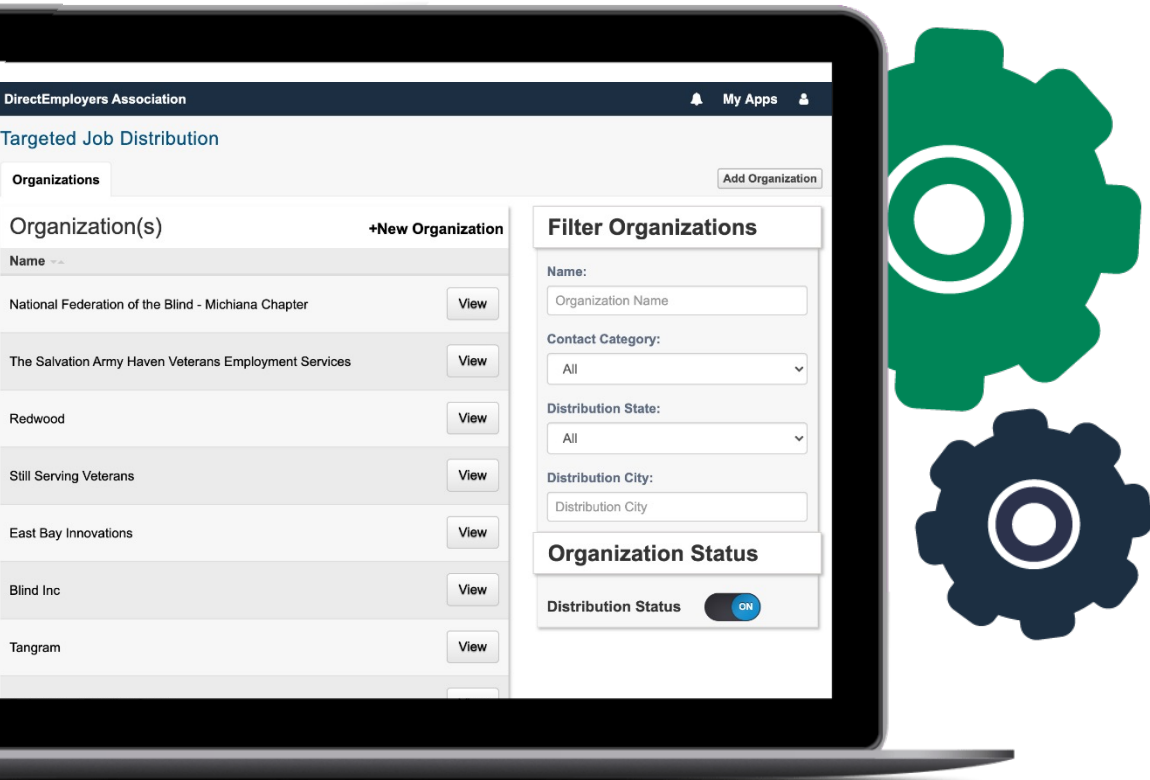
...and many more!



# Paid Job Postings

To increase visibility, DirectEmployers works with various traffic providers to disseminate jobs further helping your jobs reach more diverse audiences.





## Targeted Job Distribution

- ☐ Expands partner Job Alliance List
- ☐ Provides access to *vett*ed organizations
- ☐ Assists to comply with job distribution requirements for state, municipal or local contracts
- ☐ Creates company-specific job distribution



# VEVRAA Mandatory Job Listing & Reporting

- ❑ Automated job listing to the appropriate CareerOneStop/employment service delivery system (ESDS) with 24-hour priority referral for protected veterans—***no state job bank login needed***
- ❑ Comprehensive, on-demand reporting for internal and external audits



**DE VETCENTRAL**  
by DirectEmployers

### Job Order Ad Hoc Compliance Report

Company Name: [REDACTED] Provided by VETcentral for DirectEmployers  
FEIN: [REDACTED]  
Report for jobs received between 2/28/2019 and 2/28/2020 Email: [REDACTED]

Report Date: 2/28/2020 7:44:41 AM

Total Jobs: 2888 Delivery Confirmed: 2851 Pending Delivery: 0 Awaiting Confirmation: 37

☒ Delivery Confirmed

Job Title	Job Address	Employer Job ID	Compliance I
Center Name	Sent to Address	City, State, Zip	Sent Metho
<input checked="" type="checkbox"/> ServiceNow Technical Consultant	Vernon Hills, IL	20000594-OTHLOC-200000000	47739495
IDES Arlington Heights	theodore.duckett@illinois.gov	Arlington Heights, IL 60005	EMAIL
<input checked="" type="checkbox"/> Business Development - West / S&L	Chicago, IL	20000495	47707509
IDES Pilsen	christopher.robinson@illinois.gov	Chicago, IL 60608	EMAIL

**VOCREHAB+** **VETCENTRAL** Messages Employer P

**Anna Smith** Soylent Corporation

Today Referrals Sources **Jobs** Reports Resources

### Job Distribution

VETcentral VocRehab+ CBOs, Colleges & other EEO sources Aug 30, 2019

Job Id	Job Title	Location	Date
19184795	Access Control Specialist	Huntsville, AL	Aug
19184811	Software/Hardware Programmer/Developer	Fort Huachuca, AZ	Aug
19184787	System Operator	Fort Carson, CO	Aug
19184794	Access Control Specialist	Schriever AFB, CO	Aug
19184793	Access Control Specialist	Schriever AFB, CO	Aug
19184792	VAR Processor	Schriever AFB, CO	Aug
19184804	Data Analyst, Staff	Washington, DC	Aug
19184796	Senior Information Security Assessor	Washington, DC	Aug
19184788	Sr. ISSO	Washington, DC	Aug
19184806	Sr. ISSO	Washington, DC	Aug

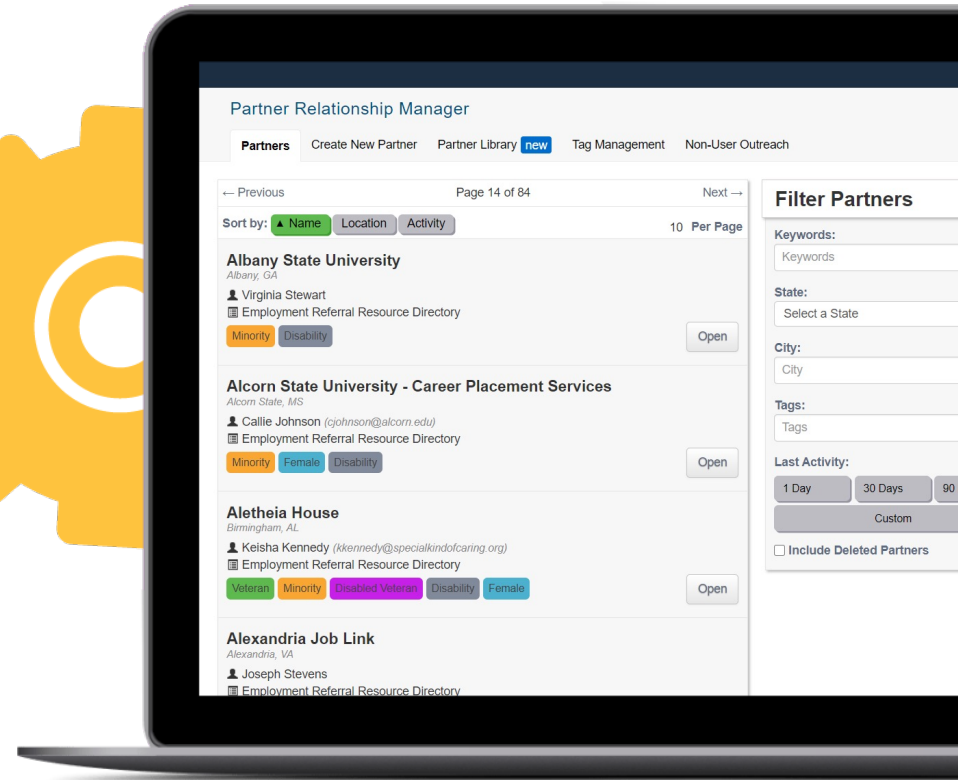
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## VocRehab+

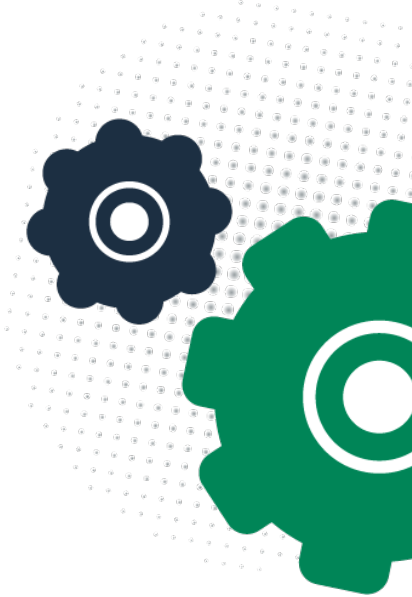
- ❑ Expand your connection to individuals with disabilities to aid outreach and hiring initiatives
- ❑ Automate job delivery to over a thousand vetted vocational rehabilitation representatives

# Partner Relationship Manager (PRM) & Partner Library

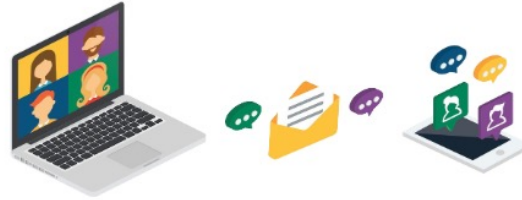
- ❑ Create Relationships
- ❑ Document outreach activities
- ❑ Automate jobs to partner contacts
- ❑ Generate outreach reports
- ❑ Access partner assessments



# Let's Get the Conversation Started



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## Getting the Conversation Started:

10 Ways to Begin the Conversation with Partners  
& Further Your Outreach Efforts

When it comes to in-person conversation, you're a natural. You can engage and chat with anyone, listen to their stories, and can easily connect with people. But when it comes to starting a conversation virtually, do you hit a roadblock?

This is one of the most common concerns we've heard from Members when using the Partner Library in the Partner Relationship Manager (PRM). "What do I say?" "How do you just start a conversation with someone you've never met?" Well, in truth, starting the conversation is easier than it sounds — especially with partners who are already eager to interact with you and the companies you represent.

To help get you get started and further your outreach efforts, we've compiled the following conversation starters:

# DE Connect Member Community

- ❑ Connect with over 10,000 of your peers
- ❑ Participate in open and honest discussion forums on a variety of hot topics
- ❑ Share resources and best practices with other professionals
- ❑ Browse library resources including webinar and survey archives



# Connect with Us



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