



**DirectEmployers
Association**

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

Dee Anne Faller, Shannon Offord, & Mikey Meagher
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

1

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

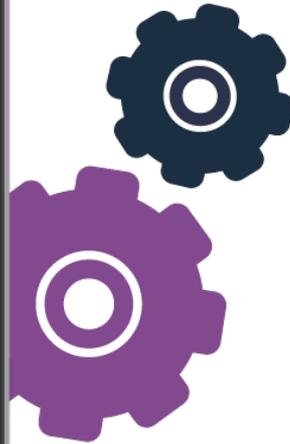
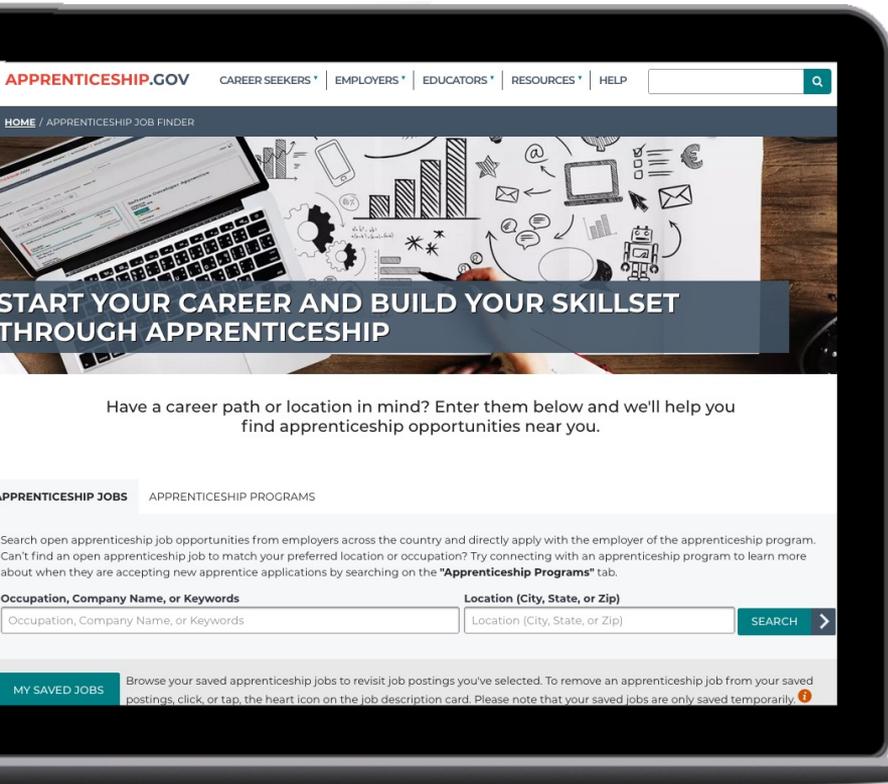
Job Syndication Alliances

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](#)

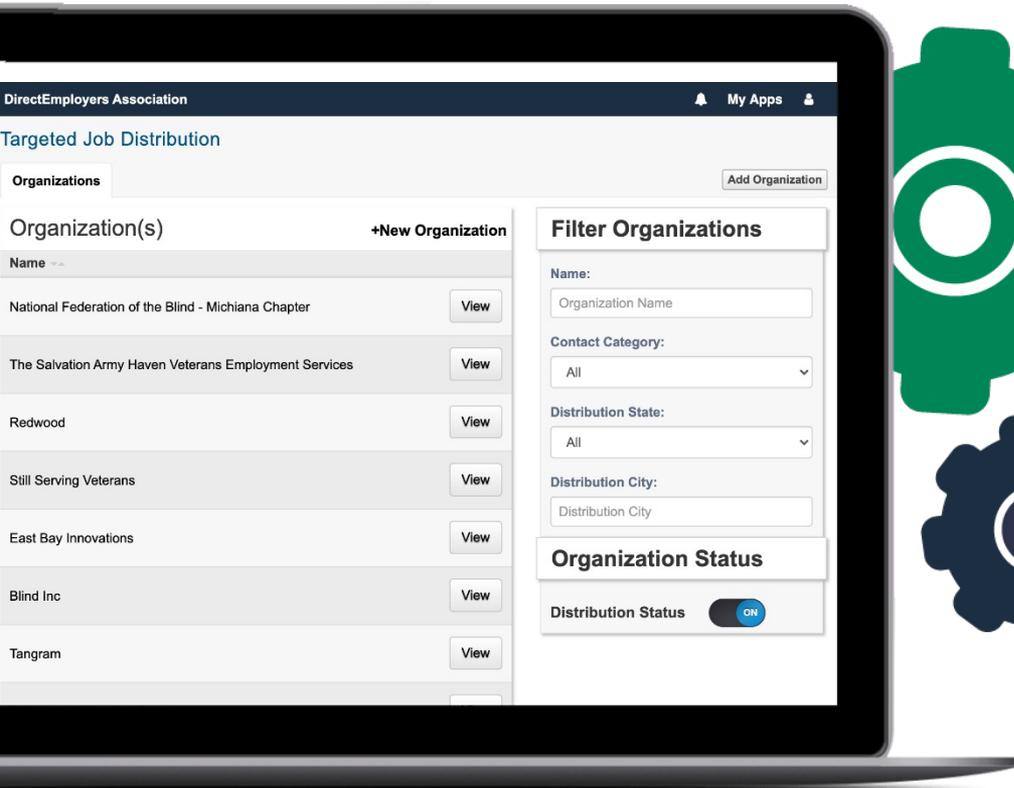
...and many more!



Paid Job Postings

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





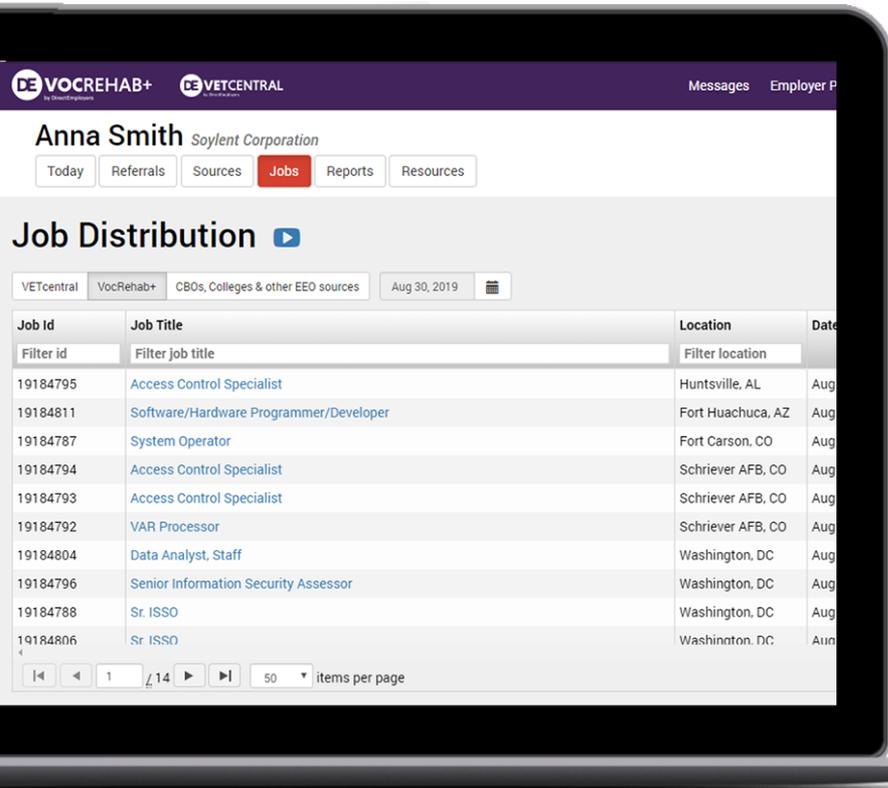
Targeted Job Distribution

- 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



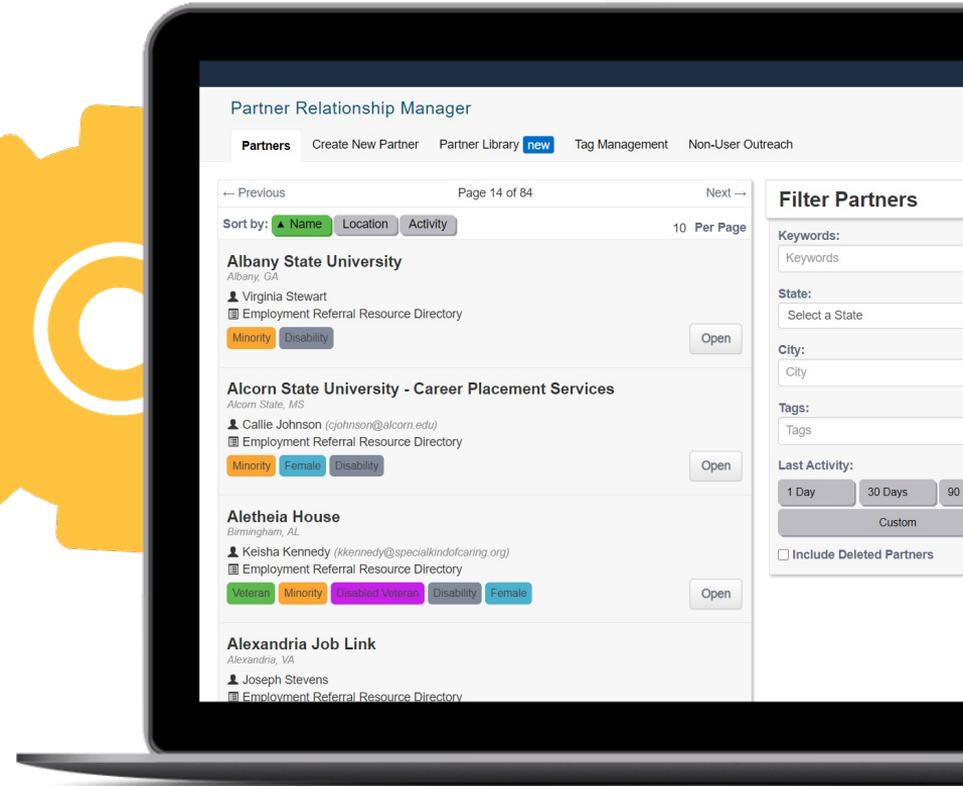


VocRehab+

- ❑ 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



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



Dee Anne Faller

**RVP, Membership
Development**

(317) 874-9031
DeeAnne@DirectEmployers.org



Shannon Offord

**VP, Strategic Partnerships &
Alliances**

(317) 874-9024
Shannon@DirectEmployers.org



Mikey Meagher

**Strategic Partnerships &
Alliances Specialist**

(317) 874-9092
Mikey@DirectEmployers.org