



## How to Recruit Assisted Living Staff

### Advertise – Think Outside of the Box

- Place “now hiring” signs outside of the assisted living community
- Utilize alternative advertising such as community bulletins, billboards, places of worship community boards, laundromats, apartment buildings, and online (e.g., Craigslist, indeed, LinkedIn, Facebook, and Twitter)
- Sponsor local sports teams in your community
- List your jobs with your AHCA/NCAL State Association and on AHCA/NCAL’s LTC Career Center ([www.ltccareercenter.com](http://www.ltccareercenter.com))
- Utilize mailing lists from licensing agencies
- Advertise with universities, community colleges, and vocational schools
- Utilize mobile recruiting, like a magnetic sign on your community van
- Hire a PR firm to launch a campaign about how great your community is to work for
- Place a link on your website where people can find open positions at your community

### Offer Incentives, Career Growth, and On-The-Job Training

- Promote opportunities for growth
- Offer incentives
- Offer career ladders and lattices
- Offer on-the-job training
- Promote temporary to career paths for employees

### Support Your Current Employees

- Current, happy employees are great for recruiting – good employees enlist good employees
- Host employee networking events such as open houses, breakfasts, and after hours receptions
- Offer incentives for referrals both inside and outside of your company

### Build a Presence in Your Broader Community

- Hold English as a Second Language (ESL) classes at your community and identify possible staff from these classes
- Combine marketing your community with your employment search and let people know you are hiring during community tours
- Ask your State for program waivers for younger individuals to work/volunteer at your community
- Host workshops for the community covering topics such as how to put together a resume or interviewing skills

DISCLAIMER: The AHCA/NCAL quality programs' contents, including their goals and standards, represent some preferred practices, but do not represent minimum standards or expected norms for skilled nursing and/or assisted living providers. As always, the provider is responsible for making clinical decisions and providing care that is best for each individual person.

