

# Top 10 Employer Tips for HireaHawk.com



## 1) Update Your Employer Profile

- Make sure all information is correct on your profile.
- Update any new contact information and add viewable contacts.
- Add a logo to your profile page and integrate Facebook and Twitter.
- Complete all 7 sections of the profile and upload photos and videos.

## 2) Update Primary Contact and Remove Outdated Contacts

- Contact the Employer Relations Team at 319-335-1023 to update the primary contact associated with your account - this person will receive emails and other communication from the Pomerantz Career Center.
- You can also contact us if recruiters or hiring managers have transitioned and we will merge accounts or remove outdated contact accounts.

## 3) Post Full-Time Jobs, Internships, Student Employment Jobs and Volunteer Opportunities

- Keep postings fresh and updated to market to students year round.
- Use screening criteria such as year in school and majors to receive the most qualified applicants.
- Determine success of postings by using job preview and student views.
- Partner with the Pomerantz Career Center if you feel you are not receiving enough interest/applications.

## 4) Register for Career Fairs and Upcoming Events

- Under the Events tab you will find registration information for Pomerantz Career Center sponsored upcoming career fairs and events. Other events such as the Student Employment/Volunteer Fair may have their own registration websites.
- This past year we had wait lists for all of our large career fairs so please register as early as possible.

## 5) Set Up On-Campus Interviews

- There are a number of different schedule type options for on-campus interviews such as Pre-Select, Room Only, and Open. Call the Pomerantz Career Center to determine which option would work the best for you.

## 6) Utilize the Resume Book

- The Resume Book is available for employers who are recruiting for internship and full-time positions. For access to the Resume Book, please email [sherry-rhinehart@uiowa.edu](mailto:sherry-rhinehart@uiowa.edu) or [sara-burden@uiowa.edu](mailto:sara-burden@uiowa.edu). You must have an active HireaHawk account and an active posting before requesting access.
- Once you have been granted access, click on the Resume Book tab and then More Options or Advanced Search to set your criteria.
- Prior to coming to a career fair this is a great way to get the word out about your organization to students you might be interested in.

## 7) Become Involved in the Mock Interview Program on Campus

- Let us know if you are interested in setting up a full or half-day of mock interviews on campus
- We will set up the schedule for you in the system and market to students.

## 8) Complete Surveys After Mock and On-Campus Interviews

- Following on-campus and mock interviews, go to the Survey tab and complete a short survey about your experience. This can help our office improve your experience and provide feedback to students to help them improve.

## 9) Schedule a Recruiting at Iowa Call

- Our Employers Relations staff is available to consult with you to help maximize your recruiting efforts.
- Call 319-335-1023 and they will forward you to the appropriate Employer Relations Staff person.

## 10) Use Live Help or Contact the Pomerantz Career Center if You Have Questions

- For quick questions, click on the Live Help button (located in the top right corner of your HireaHawk account homepage) to chat with a member of the Employer Relations Team
- For questions related to HireaHawk.com, please call us at 319-335-1023. For Student Employment related questions, please contact the Student Employment Office at 319-335-1460.