Employer Tips For HireaHawk

I. Maximize Your Profile

Fill in information about your department such as giving an overview of your mission, the products or services you offer, achievements, future outlook, or even a department logo. The more information you post on your profile, the more students can understand what you are all about. Look at this as a chance for a competitive advantage over others posting similar jobs.

II. Make Your Own Adjustments on Your Schedule

Utilize the job postings page to view all current departmental postings that are active, and make adjustments to the job posting or even take down the job at YOUR convenience.

III. Create a Noteworthy Job Description

Differentiate yourself from other employers on and off campus. When posting a job, be as descriptive as possible in the Job Description and Qualifications sections to enhance your chances of showing up in a students’ search. Many jobs that are posted are similar, so you want to stand out. If you would like to view some sample job descriptions, feel free to email Josh Frahm at josh-frahm@uiowa.edu.
IV. Avoid Asking For Too Much

Depending on the job description and what type of student employee you are looking for, you may want to consider what you are requiring from a documents standpoint. In the first year of HireaHawk, we have seen that the more you ask for, the less applicants you get. Our recommendation is to ask for a minimum amount of documents at first, then if you set up an interview you can ask for something additional then. The General Student Employment Application we have created will be similar to the information you will get on a resume. The first resume a student submits via HireaHawk must be approved by the Career Center first, which may delay applicants, especially underclassman.

**Additional Documents:** In addition to an application (which is requested by default), please choose which other documents you would like to request. Keep in mind that the more documents that are requested, the harder it is for students to apply. We recommend only choosing Resume and then only if it is needed.

- ✔ Resume
- ✔ Cover Letter
- ✔ Unofficial Transcript
- □ Writing Sample
- □ Other

V. Get the Applicants You Desire

If you select Yes to restrict applications, you have the ability to do so by Major, Degree Level, or Class Level at the bottom of the screen. This will eliminate students from applying that do not meet your criteria. You can select more than one major or you can select all majors, same with the degree level or class level sections. For example, if you know you want someone to work for more than a year, you may want to select Freshman-Junior. If you are open to any and all applicants, select no.

**Restrict Applications:** Choosing "yes" will restrict applications for this position to only those students who meet the screening criteria you set in the fields towards the bottom of the form.

- ☑ yes
- □ no

**Screening Criteria**

**Major:**
- [select]
  - ✔ Communications/CLAS - Communication Studies
  - ✔ Business/BUS - Accounting
  - ✔ Business/BUS - Pre-Business
  - ✔ Business/BUS - Marketing

**Degree Level:**
- Bachelors
- Masters
- Doctorate
- Not a Degree Candidate

**Class Level:**
- 1st Yr Undergrad (Freshman)
- Sophomore
- Junior
- Senior
- Masters Candidate
VI. Utilize HireaHawk For Tracking Purposes

By choosing to Accumulate Online, the system allows you to track, rank, email, and generate packets of information on your candidates by selecting Student Documents at the top of the job posting which is highlighted in red below. If you select the Accumulate Online option, make sure to identify in the Additional Documents or Requested Document Notes section instructions for the student on what they need to do to apply. You also have the ability to add any attachments of documents you want them to complete. If you only need the general student employment application, it is okay to select none of the Additional Documents.

Document/Application Receipt*: Receiving documents/application materials: When you select email, the email from your profile will be posted. This can be changed if needed. By selecting email, this means you will be notified as applications come in but students will NOT see your email address unless you choose to show your contact information in the Display Contact Information To Students box below. For accumulate online, you will be able to view any documents students submit via the student documents tab after clicking on Jobs and Internships. Choose Other if you want students to apply directly to you or your organizations website. When you select Other, a field called How to Apply will appear below. Be sure to reference exactly how to apply there by including your email address, website etc.

☐ E-mail  ☑ Accumulate Online  ☐ Other (enter below)

Additional Documents: In addition to an application (which is requested by default), please choose which other documents you would like to request. Keep in mind that the more documents that are requested, the harder it is for students to apply. We recommend only choosing Resume and then only if it is needed.

☐ Resume  ☐ Cover Letter  ☐ Unofficial Transcript  ☐ Writing Sample  ☐ Other

Requested Document Notes: Enter special instructions here regarding requested documents.

To apply, complete the Student Employment Application found in HireaHawk. In addition, please provide Work-Study Verification from ISIS. Go to Student Records and under Financial Aid select Work Study Verification.

Attachment(s): Please attach any information (brochures etc.) or special applications or forms that you would like the student to complete.

Add Item

STUDENT DOCUMENTS SECTION:

Office Assistant  Student Documents  Preview

Attention:
VII. Notify Students When Job Has Been Filled or When They Are Not Selected

If you selected Accumulate Online, the Student Documents tab will allow you to email any students who have applied for the position easily. You can do this one at a time to alert them when their application has arrived, or you can do a group email with as many candidates as you want at any time. We encourage you to email students as soon as you know that they will not be selected to avoid any further outreach that you will have to respond to, and to also provide the students closure on the job so they can move on and keep searching. Often times, students are still learning how to properly job search and will not continue to apply until hearing back from one job. If this feature is utilized, it should be a win-win for you and the student.

Click Mail to Checked to create the email you want to utilize.
Is Your Posting Getting Looked At and How Does it Look to Students?

By clicking on an individual job posting, you can see the amount of student views the job has had. You also have the ability to hit the **preview** button to view what the student will see when they look at your job. If you have a lot of views but very few applicants, it may be a sign that you should make some adjustments to your job description.
IX. To Collect and Track Your Own Applications:

By clicking Other under the Document/Application Receipt section, you are foregoing the option to utilize the system to track applicants. This may be the best option for you if you wish to utilize your own application or would like the student to apply via your website. If you would like the application, resume, etc. to come directly to you, make sure you list where to send it in the How to Apply section as shown below. Just selecting E-mail in the Document/Application Receipt section will not disclose your email to the student.

<table>
<thead>
<tr>
<th>Document/Application Receipt*</th>
<th>Receiving documents/application materials: When you select email, the email from your profile will be posted. This can be changed if needed. By selecting email, this means you will be notified as applications come in but students will NOT see your email address unless you choose to show your contact information in the Display Contact Information To Students box below. For accumulate online, you will be able to view any documents students submit via the student documents tab after clicking on Jobs and Internships. Choose Other if you want students to apply directly to you or your organizations website. When you select Other, a field called How to Apply will appear below. Be sure to reference exactly how to apply there by including your email address, website etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Documents</td>
<td>In addition to an application (which is requested by default), please choose which other documents you would like to request. Keep in mind that the more documents that are requested, the harder it is for students to apply. We recommend only choosing Resume and then only if it is needed.</td>
</tr>
<tr>
<td>Requested Document Notes</td>
<td>Enter special instructions here regarding requested documents.</td>
</tr>
<tr>
<td>How to Apply*</td>
<td>Fill in this field to show the student information on how to apply (reference your external website, email address etc.) To apply, please complete the attached employment application along with sending your resume to <a href="mailto:john-doe@uiowa.edu">john-doe@uiowa.edu</a>.</td>
</tr>
</tbody>
</table>

X. Understand How a Student Can Search

Students have the ability to search by key words or do an Advanced Search that can filter out jobs based on any of the categories you filled out when adding the job i.e., job category, on/off campus, semester job is available, etc as you see highlighted below. Jobs show up in the order they are posted for students so right when your job is approved it will be at the top and gradually go down as more jobs post. Just a reminder as well that you will be unable to see other employers posting as you could in Jobnet. If you
need advice on your job posting or just want us to look it over, don’t hesitate to email or call the Office of Student Employment at extension 51460 or at student-employment@uiowa.edu.