

EMPLOYER SPOTLIGHT PARTNERSHIP

2020-2021 - Available All Year!



JOHN BROWN
UNIVERSITY

Career Development Center

And my God will supply every need of yours according to his riches in glory in Christ Jesus. Philippians 4:19 ESV

1 EMAIL BLAST TO 2 DEPARTMENTS OF YOUR CHOICE

1 SOCIAL MEDIA POSTING | COST: \$50

Our Employer Spotlight Partnership offers employers a one-time sponsorship opportunity that can help increase your visibility, while working within your sponsorship budget. Our sponsorship partnership was created to give your organization an opportunity to promote current and upcoming employment opportunities, programs or events during an optimal recruitment time.

- ✦ Increased branding and recognition among JBU undergrad and graduate students and alumni.
- ✦ Choice of an optimal recruitment time that works with your hiring window.
- ✦ Promote and increase visibility to your opportunities in a low cost and effective manner.
- ✦ Building brand awareness and relationships with JBU students that could lead to your decision to explore other employer partnership opportunities.
- ✦ Opportunities are available all year long!

What is it?

- ✦ Email blast to two departments of your choice. Preview Our [Undergraduate Majors](#) and [Graduate Programs](#), departments are listed in bold.
- ✦ Submitted employment opportunities in Handshake will be attached to the employer spotlight email so students can apply directly from the email.
- ✦ Social Media post on our JBU Career Development Facebook and Instagram. Professional jobs will also be promoted on our JBU Career Development LinkedIn group. Direct links to your Handshake opportunities can also be posted.
- ✦ You create the verbiage and send us images for the email and social media postings, or we can help create it for you.

Are there any limitations to what I can send?

- ✦ We need one-month advance notice for planning. We will try to accommodate your desired date.
- ✦ All opportunities must meet the standards set forth in our [Recruiting](#) and [Internship Policies](#) and be approved by JBU Career Development.
- ✦ We send out emails on Handshake and are limited by their system. If we are unable to meet your request, we will try to come up with an alternative. For example, we are unable to send videos, but we can share a link to a video.
- ✦ Our LinkedIn account audience is a mixture of current students and alumni and geared towards professional opportunities.
- ✦ Each organization is limited to a one-time sponsorship per year.

What do we need from you?

- ✦ We need to have a phone or zoom call to establish whether the Employer Spotlight will be an effective partnership for JBU and your organization.
- ✦ Upload your job opportunity into Handshake if it has not already been posted and notify our team.
- ✦ We need to receive payment in order to secure your partnership. Upon approval from JBU Career Development, pay [here](#). (\$50)
- ✦ Preview Our [Undergraduate Majors](#) and [Graduate Programs](#) and pick 2 departments (in bold) to target.
- ✦ Read our [Posting Policy](#) to see what we need from you regarding images, verbiage, and job links.