

# IFMA JOBNet

International Facility Management Association  
IFMA strategically optimized their career center by implementing best practices to increase revenue, engage members and drive continued growth.



YM Careers™, IFMA's job board provider, is fully invested in the long-term success of our partners. More than just a vendor, YM Careers helps organizations meet their objectives through pin-pointed strategy, tailored to their needs. With guidance and support, IFMA employed a number of best practices to deliver member value, increase revenue and engage members and non-members alike.

Founded in 1980, IFMA is the world's largest and most widely recognized international association for facility professionals, supporting 24,000 members in 104 countries.

## A strategic approach to success

The YM Careers Partner Services, Media Sales and Customer Marketing teams worked with IFMA to implement a strategy of best practices customized to their organization. As a result, IFMA has experienced continued growth in engagement and accelerated their career center revenue.

## Marketing that creates member value

Clever, impactful marketing can truly make all the difference. YM Careers offered IFMA extensive marketing support including customized content, design and messaging for members, job seekers and employers. This level of marketing strategy and support is unmatched in the niche job board space and aside from the expanded brand awareness and engagement for IFMA JOBNet, it also served to remind industry employers that IFMA is the industry's best channel to connect with and recruit new talent.

## Use your association's website

One of the best ways to drive career center traffic is to place job opportunities on the association's website homepage by way of a branded widget. This not only markets the service but draws users to the Career Center. On board with this approach, IFMA re-added the jobs widget to the IFMA.org homepage. Additionally, IFMA implemented top level navigation to their homepage which decreased the number of clicks it takes to reach the career center.

## Reach passive candidates

A thoughtful social media strategy can be extremely effective in reaching passive candidates and driving users to the career center who may not have visited otherwise. Honing in on this, IFMA added a LinkedIn resume upload feature and implemented an RSS feed to their Twitter account to automatically tweet open jobs to their Twitter feed. They also added a Careers tab on their Facebook page to automatically feed open jobs from the Career Center to their Facebook page. These steps worked together to increase career center traffic and boost brand awareness rounding out a strategic social media plan to engage more users.

## User experience and customized design

A user-friendly interface allows visitors to easily navigate the site efficiently and frequently with the re-launch of the redesigned IFMA JOBNet, users are greeted with a fresh, modern user interface that offers job seeker content customized to their profession. The new IFMA JOBNet platform not only showcases career growth opportunities for professionals while feeding a pipeline of employee talent into the industry, it also maximizes the non-dues revenue it generates from employers.

## Sales development and member benefits

Working directly with the YM Careers Recruitment Advertising Specialist on the Media Sales Team, IFMA was able to position the specialist as a resource to existing members such as IFMA's Corporate Sustaining Partners (CSPs). This strategic decision allowed for a more customized experience for the CSPs and strengthened the relationship between IFMA and the CSPs.

"The YM Careers team has been delightful to work with and without their guidance and expertise from marketing to sales to account management, IFMA JOBNet's revenue and member value would not be where it is today"

- **Kim Coffey**, Senior Director, Sales and Corporate Partners

# Propel your mission and vision forward

Discover how Momentive's solutions can help our organization achieve its goals.

## About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at [momentivesoftware.com](https://momentivesoftware.com).