

# Listing your company on **BOWLING GREEN WORKS**



## Start here

[BowlingGreenWorks.com/employers](https://BowlingGreenWorks.com/employers)

- Remember, this isn't a job listing, it's more about **selling your company**, with some of your current opportunities listed.
- Know and communicate what makes your business and opportunities better than others.
- Define and communicate the **culture** of your company.
- You'll have the opportunity to list any perks or benefits that your company has to offer, especially those that set you apart.
- Fill out all text fields as fully as possible. Be promotional in your language. What makes your company attractive to prospective hires?

## Next steps

- The email listed on the employer's form will receive notifications of a potential hire with their contact information.
- Reach out within **1-2 business days** to these potential hires. These hires could possibly be filling out this form for multiple opportunities. You don't want to miss out on a good fit for your company.
- Emails you receive should be considered **leads** for your open positions. These applicants have "high intent." They chose to fill out the form from your listing on Bowling Green Works, so they are actively looking for employment.
- Qualifying these leads can be as simple as **emailing them** and seeing when they have time for a quick phone call. You could also request that they fill out your company specific application (provide them a link). These are quick ways to gauge how interested they really are.



## Need more help?

The South Central Workforce Board is here to help.  
Email [contact@SouthCentralWorkforce.com](mailto:contact@SouthCentralWorkforce.com)

