# HireaHawk Employer Tutorial

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First-time HireaHawk users should start with STEP 1. Continuous and returning users, can use the Table of Contents to find the page which covers the topics of interest.

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STEP 1: LOGGING IN TO HIREEHAWK

- Go to HireaHawk.com and click on Employers Register/Log-In.

- If you are new to the system, click the Sign Up or Sign Up and Post Job button to create an account. Your account will be reviewed and you will receive a confirmation email with login directions within 48 hours. Click on the link in that email to set up your password and log in to the system.

- If you already have an account, Log-In with your email address and password. To change your password or if you have forgotten it, click on the Forgot Password link.
STEP 2: REGISTERING YOUR PROFILE

- For **Organization**, if you are an individual employer, simply type Private Home or Private Business.

- For the **Profile** section, if you are a Private Home employer, provide basic information about your position, i.e., babysitting, yard work, in-home care, etc.

- Under **Employer Industry**, please select all that apply. If none match your job, select **Other**.

- For the **Website**, if you are a Private Home or Private Business and do not have a website, complete the section as indicated below:

If you have any issues creating your profile, please contact the Office of Student Employment by phone (319-335-1460) or email (student-employment@uiowa.edu).
STEP 3: MAXIMIZING YOUR PROFILE

Fill in information about your department such as:

- Who We Are
- Logo
- Company Culture
- Key Statistics
- Student Viewable Contacts
- Photos
- Videos

The more information you post on your profile, the more students will understand about you/your organization and your job opportunity. Look at this as a chance for a competitive advantage over others posting similar jobs.

**This section does not have to be completely filled out. For student employment, only fill out what will help in marketing your job or department.
STEP 4: POSTING A JOB

- Click on the Jobs and Internships tab on the navigation bar followed by Job Postings.

- Click POST A JOB towards the middle of the page to add new job.

- Choose Student Employment from the Position Type field and complete the job posting fields. All red asterisked categories must be completed for the job posting to be submitted.
Part A: Retrieving Archived Job Postings

If you already have a job in the system, you can click Show Archived (it goes to Show Current as you see below after you click to Show Archived) and choose the job from the drop down box in the Copy Existing field. This will eliminate the need to redo your job posting each semester if you are posting the same job. Only the Date and Semester Available fields will need to be updated if everything else about the job stays the same. This will save you time.

Part B: Restrict Applications

- If you select Yes to Restrict Applications, you have the ability to restrict by Major, Degree, or Class Level at the bottom of the posting. This prevents students from applying that do not meet your criteria.
- You can select more than one choice in each category. 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 to the Restrict Applications question.

Part C: Job Title

This is the first thing students see if they choose to view all jobs. Create an eye-catching Title to draw attention to your job. If a high pay rate is one of the perks of your job, include it in the job title.
Part D: Job Category

Select as many Job Categories as possible in order to best describe the job and increase the visibility of your position in student job searches. You must hold the Ctrl key when selecting multiple job categories.

Part E: Creating A Noteworthy Job Description

To differentiate your job from other similar positions, be as descriptive as possible in the Job Description, Qualifications and Desired Skills sections to enhance your chances of appearing in student searches. Many jobs that are posted are similar, so differentiate your job with a detailed description. Be sure to include not only the job tasks, but also what the students will learn on the job to prepare them for the future. Think transferable skills.
Part F: Semester Available:
You must select a Semester Available. This selection will impact what appears in a student search. If a position is available for multiple semesters, add the first posting and then using the Part A instructions for Retrieving Job Postings, use copy existing to create a second posting. Change the semester available and submit so that you have postings listed at the same time for multiple sessions.

Part G: Federal Work-Study
Select Yes if you are willing to hire through the Federal Work-Study program. This is a federally funded need-based financial aid program. Campus employers qualify but community employers must be non-profit or government agencies and be approved to hire through this program. All students can view the job posting though. If you can only hire students awarded Work-Study, you should list this as a job qualification and require that the student provide Work-Study Verification available on MyUI.

Part H: On Campus
In this situation, On Campus refers to the status of the employer and not the job location. University employers should click “yes” and community and private employers should click “no”.

Part I: Hours per Week
University job postings are limited to 20 hours per week during the academic year and 40 hours per week during the summer. Community or private job postings may go up to 30 hours per week in the academic year and 40 hours per week in the summer.

Part J: Degree Level
Selecting Bachelors for Degree Level does not mean that the student must have a degree already but that the student is pursuing a Bachelors degree. The most common selection here is both Bachelors and Not a Degree Candidate. You must hold the Ctrl key when selecting multiple degree levels.
Part K: Class Level

Select as many different Class Levels as possible in order to increase the visibility of your position in student job searches. If you want the student to work more than one year, you may want to select 1st Yr through Junior. You must hold the Ctrl key when selecting multiple class levels.

Part L: Desired Major(s)

Select as many different Majors as are qualified to meet the job requirements. You may choose All Majors or individual majors. You must hold the Ctrl key when selecting multiple majors.

Part M: Required Work Schedule

If you are flexible between certain hours, you should indicate this for Required Work Schedule but if you only need students during certain hours and days indicate this. The more specific you are the more likely you will have the right applicants apply for the job. You can always go back and update this if particular blocks of time are filled and you only need to advertise for remaining work hours.

To encourage appropriate student applicants, be as specific as possible when indicating the work schedule.
Part N: How to Encourage More Applicants

- **Application Document Options:**
  Depending on the job description and the type of student employee you are looking for, consider what application documents are necessary to achieve your goal of hiring the right student and how you would like to receive those documents. **Our recommendation is to ask for a minimum amount of documents at first and then ask for additional documents at the interview stage of the process.**
  - The more documents, i.e., resume, cover letter, student employment application, references, etc., you ask for, the fewer applications you will receive.
  - **The student’s first resume must be approved by the Career Center IF you choose to accumulate documents online rather than having the student send the resume directly to you.** Keep this in mind when determining if you need a resume for your job posting. Many first-year students do not yet have an advanced resume, or even one at all, so the process of creating one and having it approved can take time and limit your number of possible applicants.
  - The **General Student Employment Application** is automatically requested with the Email or Accumulate Online option and will be similar to the information receive on a resume.
  - **Cover letters** are intimidating for students as many have never completed one. If you ask for a cover letter, explain in the Requested Document Notes section what information you expect the student to provide in the letter. This guidance will improve the number of applicants who respond to the cover letter requirement.
  - **Unofficial Transcripts** and **Writing Samples** are document options but you are cautioned against requesting these as they may limit your number of applicants.

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**Document/Application Receipt Options/Descriptions:**
You can select as many of the options, i.e., Email, Accumulate Online and/or Other, that you want and each results in something different.
Email:

- This does not mean the student will email you to apply, it simply means that you will be notified via email when someone applies for your job via the HireaHawk.
- The email from your profile will automatically be posted when this option is selected. If you want the notifications to go to a different email, type in the preferred email.

- Students WILL NOT see your email unless you check the box to Display Contact Information.
- You will only be able to access applicant information via the Student Documents section of HireaHawk if you have selected Email or Accumulate Online.

Accumulate Online:

- Applicant submissions can only be viewed through the Student Documents section of HireaHawk (Same as selecting Email).
- Selecting both Email and Accumulate Online allows you to track applications via HireaHawk and receive email notification when applications are submitted.
- **Other:**
  - By selecting Other, you are foregoing the HireaHawk system and having students apply via a different route.
  - When you select Other, the How to Apply box will appear. In this box, clearly indicate how you want the student to apply. Make sure to include all necessary resources such as your email address, website, application, etc.
  - You can choose to require a departmental application. You can attach it to your HireaHawk job posting and request that the student apply using this document, either emailing it to your directly or uploading it to the HireaHawk system.

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### Part O: Posting Date, Expiration Date and Job Submission

- You can enter the job information but choose to post it at a future time by listing a **Posting Date** in the future. The job will automatically stay posted for 180 days but if you want it posted for a shorter time period, i.e., one month or two weeks, etc., simply enter that time frame in **Expiration Date**. Complete all required fields and **Submit**. You also have the option to **Save And Finish Later**.

- You will receive a confirmation email within one to two business days once your posting has been approved.
STEP 5: HIREAHAWK SYSTEM OPTIONS

Part A: Preview Your Job Posting

To preview your posting, go to the Jobs and Internships tab and click on the title of the posting. Then click on the Preview tab to see how your job will appear to students. Although you can view your posting, the system does not allow you to access the postings of other employers. If you have questions, about how your job or pay rate compares to other similar positions, staff in the Student Employment office can assist you.

By clicking on an individual job posting you can see, on the right side bar, the number of Student Views for your job. If you have a large number of views but few applicants, this may be an indicator that changes are needed for your job description. This would be a good time to contact Student Employment staff for assistance.
Part B: Tracking Applicants Via HireaHawk

- By choosing to Accumulate Online, the system automatically tracks your applicants and allows you to rank and batch email them. Be sure to identify any Additional Documents that you want students to submit when selecting this option. If you need application documents that are not listed, explain what you want submitted via the Requested Document Notes field (BE CLEAR!). You also have the ability to add any Attachment(s) 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.

Part C: Batch Email Communications to Applicants

- If you select Accumulate Online, the Student Documents tab allows you to batch email any students who have applied for the position.

- You can email one or do a group email. We encourage you to email students as soon as they are no longer being considered. Often times, students are still learning how to properly job search and may not apply for other jobs until hearing back from the active application. If the batch email feature is utilized, it should be a win-win for both the employer and student.
Click **Mail to Checked** to create the email you want to utilize.

**Part D: Adjust Your HireaHawk Posting On Your Own**

- Utilize the **Job Postings** page to view all current departmental postings that are active, and make adjustments to the job posting as needed.
- You may **Withdraw** your job from HireaHawk at ANY time. Once your job is withdrawn, it will be archived for future use.
Step 6: Understanding How Students Search for Jobs on HireaHawk

- Students have the ability to search by key words or create an Advanced Search that filters jobs based on the category information you selected when posting the job, i.e., job category, on/off campus, semester job is available, etc.

- Jobs are displayed in the order of the Posting Date. When your job is initially approved it will be at the top of the list and gradually go down as more jobs are posted. If the number of daily applicants has slowed down, you may want to refresh the job by changing the posting date and clicking submit. This will move the job up in the viewing order.
To maximize the number of students who see your job, make sure you select the correct semester that your job is available, each **Job Category** that describes the position, and whether the job site is on or off-campus. Also create a description that clearly describes the job duties and the skills the student will learn on the job. Be mindful of the information provided earlier regarding the application document options and the options for receiving the documents.

If you have need assistance revising your job ad in order to attract more applicants or simply have questions about how to post the job, please contact the Office of Student Employment by phone (319-335-1460) or email (student-employment@uiowa.edu).