

MANAGING EFFECTIVE JOB POSTS

Doximity Talent Finder provides an opportunity for recruiters to search, find and reach clinician candidates within a trusted environment. Doximity is the largest medical network with over 80% of U.S. physicians, over 60% of NP/PA/CRNA's, and over 90% of medical students as members.

As a Talent Finder partner, you can leverage Job Posts to target candidates based on location, specialty, and click-behavior. We have a career center where clinicians can search for jobs. We also show suggested jobs on the Newsfeed and send weekly career digests with your job opportunities.

Whether you are new to the platform or a long-time user seeking a refresher, use this guide for tips on how to write Job Posts that attract candidates on Doximity.

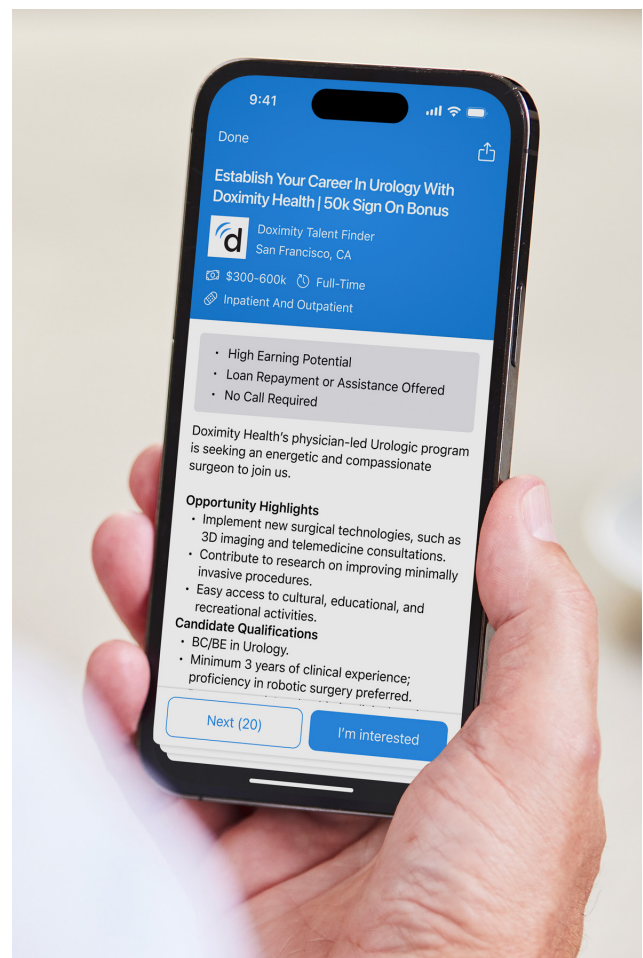
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ESTABLISH YOUR JOB POST MINDSET

At its core, social recruiting is recognizing that candidates aren't just sitting in front of a computer. On Doximity Talent Finder, recruiters can position career opportunities strategically where clinicians are already networking, and clinicians can interact with these Job Posts any time, anywhere, and on any device.

Taking the time to optimize the job title, description and targeting preferences is key to ensuring candidates can easily find, read and connect with the right jobs, and recruiters, for their next career move.



Before you publish your Job Post, ask yourself:

- Who am I targeting?
- What is essential to communicate upfront?
- What makes this opportunity stand out from the rest?

THE ANATOMY OF A JOB POST

CONTENT	TARGETING	COMPENSATION
▪ Job Post Title ▸ Call-to-action keywords coupled with job benefits ▪ Description ▸ Informative yet succinct, following mobile friendly formatting ▪ Job Highlights ▸ Select up to 3 highlights ▪ External Link ▸ Input the link to your application page ▪ Practice Type ▸ Select relevant practice type	▪ Location ▸ Select the location that fits best and choose your display option ▪ Specialty ▸ Select up to 3 specialties to target ▪ Ideal Career Stage ▸ Career stage of candidates you want to target ▪ Affiliated Hospitals or Health Systems ▸ Option to display facility name	▪ Employment Type ▸ Determines compensation format ▪ Estimated Compensation ▸ The range is 100% or double the minimum entered for full-time salary ▸ For hourly and monthly rates, it is +/-10% the inputted value ▪ Visa Support ▸ Include if provided. Extended expiration date if visa support is offered. ▪ Benefits & Perks ▸ Display the full compensation package

SETTING UP YOUR FIRST JOB POST

CREATE JOB TEMPLATE	PREVIEW JOB POST	PUBLISH TO DOXIMITY
1. Click "Create New Job" 2. Complete the form fields 3. Use advanced formatting in the description	1. Proofread your content 2. Preview as a job post 3. Click "Create Your Job"	1. In the "Job Status" column, click on "Publish" and then "Save and Post" 2. Monitor your emails for job expiration notifications 3. Reference your actively published jobs on the jobs page

WHY MOBILE-FRIENDLY FORMATTING IS KEY

With 80% of our members accessing Doximity on a mobile device, it's essential to adopt mobile-friendly formatting. Often on the move and pressed for time, clinicians benefit from content that is easy to digest and comprehend. Investing a few minutes to ensure your job post is formatted for mobile devices can significantly enhance its effectiveness.

What does mobile-friendly formatting entail? It involves creating bolded section headers, using bullet points, minimizing text, and highlighting essential job details. To simplify the process, consider organizing your job description into sections such as Opportunity Highlights, Candidate Qualifications, Responsibilities & Duties, and Benefits & Perks. Focus on providing specific details about the day-to-day aspects of the position, including information on schedule, EMR/EHR systems, support staff, etc. Additionally, include just a few key points about the organization, facility, or location.

BEST PRACTICES

Engage Your Audience with Compelling Job Titles:

Captivate potential candidates with job titles that resonate. Incorporate benefit-driven keywords, impactful call-to-action phrases, and enticing attributes to drive engagement and pique interest.

Craft Informative Job Descriptions:

Strike the perfect balance between brevity and detail in your job descriptions. Opt for mobile-friendly formatting and steer clear of overwhelming text. Showcase your understanding of specialty-specific nuances and highlight perks that matter most to your target audience.

Streamline Access to Applications:

Enhance the candidate experience by populating the "More Info Link" field with a direct URL to your website or job application. This ensures candidates receive the link via email and find it conveniently clickable within the job description. Including this link helps close the loop with candidates, while integrating tracking parameters enables performance monitoring.

Target Your Audience Precisely:

Maximize the reach of your job posts by utilizing specialty, location, and career stage fields. Tailor your posts to resonate with the specific audience you're targeting, enhancing the effectiveness of your recruitment efforts.

Stay on Top of Expiration Dates:

Maintain visibility for your job postings by monitoring expiration dates diligently. Jobs are posted for 90-180 days, depending on visa support. Regularly review and refresh your postings to prevent them from becoming inactive for extended periods.

Harness the Power of Leads:

Seize the opportunity to connect with interested candidates by promptly reaching out and initiating conversations. Utilize the contact information provided by candidates to facilitate further engagement and persist with follow-ups to ensure no opportunity goes unexplored.

Unlock Opportunities Through Networking:

Even if candidates aren't actively seeking new roles, encourage them to share job posts with their clinician colleagues.

REQUENTLY ASKED QUESTIONS

Where do clinicians see my Job Posts?

Doximity clinicians engage with Job Posts through multiple channels including the website, mobile app and weekly email digests. Clinicians can also search through Job Posts that are of interest to them from the Doximity Career Center. In this way, your Job Posts reach both the actively seeking and passively seeking candidate populations.

How many Job Posts can I publish?

Your account has a specific number of reusable Job Post slots based on your contract terms. You can see the available number of slots from your Jobs page.

How do I know if a clinician is interested in one of my Job Posts?

You'll receive both an email notification and a direct DocMail response in your Doximity Inbox if a clinician is interested in one of your Job Posts.

My account has multiple seats. How do we share our Job Posts?

Job Post slots are shared across members. You must decide internally how many slots each member can use.

How can I keep track of my Job Post activity and performance?

Reference the "Job Post Report" tab under the "Reports" page for a real-time report. You can monitor summary views, detailed views, and applications by a specific job or all of your jobs in totality.

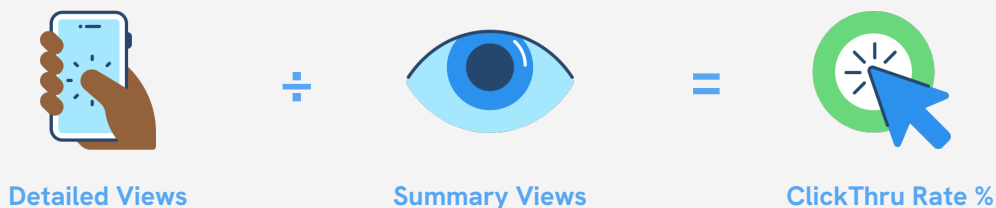
What are "Summary Views" and "Detailed Views"?

"Summary Views" report the number of clinicians who have seen your Job Posts across the Doximity platform. They can also be thought of as an "impression". "Detailed Views" report the number of clinicians who have clicked to view the full details of your Job Post.

How do I know if my job posts are performing well?

One way we measure performance is through the "ClickThru Rate" (CTR). CTR is a commonly used metric for measuring engagement, with the idea that the more individuals in your target audience you can get to engage, the more you can get to act.

Calculating Job Post ClickThru Rate



Definition of Terms: Detailed Views = Job Post Clicks. Summary Views = Job Post Impressions.

JOB POST EXAMPLE

Compelling Job Title

Emphasize job highlights

Bolded section headers

Bullet points

Doximity Talent Finder

Establish Your Career In Urology With Doximity Health | 50k Sign On Bonus

San Francisco, CA

\$300-600k Full-Time Inpatient And Outpatient

Job Highlights

- High Earning Potential
- Loan Repayment or Assistance Offered
- No Call Required

Doximity Health's physician-led Urologic program is seeking an energetic and compassionate surgeon to join us.

Opportunity Highlights

- Implement new surgical technologies, such as 3D imaging and telemedicine consultations.
- Contribute to research on improving minimally invasive procedures.
- Easy access to cultural, educational, and recreational activities.

Candidate Qualifications

- BC/BE in Urology.
- Minimum 3 years of clinical experience; proficiency in robotic surgery preferred.
- Demonstrated leadership in clinical settings and peer-reviewed publications.

Responsibilities & Duties

- Manage and oversee inpatient care, outpatient clinics, and emergency response for urological emergencies.
- Supervise and train a team of junior doctors and medical students.
- Develop personalized treatment strategies using advanced diagnostic tools.

Benefits & Perks

- Competitive salary with performance bonuses + opportunity for partnership.