

External Job Advertising Overview

To support a more effective and organized recruitment strategy, this external job advertising sourcing list job aid helps departments identify and plan where to post job openings. It ensures positions are marketed through the most relevant and cost-effective platforms while expanding outreach. The list is flexible and can be updated as recruitment needs evolve. Below is an overview organized by area of expertise, including commonly used job boards, associated costs, and ATS integration details.

External Job Advertising by Area of Expertise

Area of Expertise	Job Board / Platform	Cost
Higher Education	HigherEdJobs	Contract
Student & Alumni Outreach	Institution-specific	Varies
Healthcare	Noirefy	Free (2 jobs); \$750 (5)
Healthcare	Health eCareers	\$549 (30-day)
DEI	AWIS	\$249 (up to 60 days)
DEI	HBCU Connect	\$220-\$4,999
DEI	Diversity.com	\$249
DEI	Diversity Job Board	\$249 (30-day)
DEI	HLPA	\$495-\$795
DEI	Prodivnet	Varies
Social Media	LinkedIn, Twitter, Facebook	Free
Accounting / Finance	Upward.net	\$50-\$500
Administrative Roles	General/Internal Boards	Varies
Human Resources	CUPA-HR	\$195
Human Resources	Graystone Advancement	Free
Human Resources	iHireHR	\$349/month
Human Resources	SHRM	\$399
Human Resources	HR in Higher Ed	\$210-\$315
Building Services / Skilled Trades	SMART 100	Membership required
Building Services / Skilled Trades	Baltimore City Apprenticeship Program	Free
Building Services / Skilled Trades	NAEC	Membership required
Plumbing	Maryland PHCC	Membership-based options
Information Technology	POCIT Jobs	\$210 (30-day)
Information Technology	Women in Technology	\$249 (6-week)
Pharmacy	Caroline Center	Partner program
Pharmacy	iHirePharmacy	\$349/month
Pharmacy	Pharmacist.com	\$299-\$649
Student Services / Enrollment	NASFAA	Varies
Communications / Marketing	JobElephant	Contract
Professional Organizations	Global Refuge	Free with MOU

Social Services	SocialService.com	\$125-\$200
Social Services	Maryland Nonprofits	Varies
Social Services	NASW	\$399 (30-day)
General Job Boards	Top USA Jobs	Contract
General Job Boards	Reliant Smart Board	Contract
General Job Boards	Local Job Network	\$295-\$1,350
Free Job Boards	Carroll Works	Free