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Recruiting **Building Ads to Attract Top Candidates**

Build a job advertisement that attracts top candidates.

Know What Candidates Are Looking For

National surveys reveal several essential qualities future employees are looking for:

- A boss who cares about them. This is especially important during COVID-19.
- Safety equipment in place and PPE readily available.
- Their opinion will count, even as a new person on the team.
- Their work is essential and valued.
- How is the schedule structured – single restorative column, 2 columns with overlapping treatment, or 3 columns with an assistant-only column?
- Is there additional support within the assistant team?
- A salary range that matches their expectations – may include a signing bonus when the candidate pool is limited. Be specific, candidates often pass over jobs that don't include information about pay.

Describe Your Needs

- Note if the position is PT or FT and if you are willing to look into two PT positions.
- Clearly describe the hours you need, including the lunch hour. Statements such as "PT, leading to an FT position" are vague and can sound unorganized. Commit to the hours and days you are seeking, and you will match candidates seeking the opportunity advertised.

- Candidates looking for PT opportunities may be filling in around other obligations and need to know the days of the week you seek to fill. If there is flexibility in the days of the week, mention that in your ad.
- Note the city in which your practice is located.
- Decide on the amount of experience necessary to be productive in the position and post accordingly. Overly stringent experience requirements can limit your pool of applicants but may be needed if resources for training are lacking.

Describe Your Practice and Set the Tone

The reader should get a feel for the culture of your practice. If you focus on patient relationships, quality care, and sincere communication, posting an ad that states, “Assistant needed ASAP, salary DOE” sends the wrong message. Your ad should reflect the qualities exemplified in practice. Questions can be more powerful than statements when writing your ad. It engages the reader as they contemplate your question. (See examples below.)

Candidate Qualities

Strong communication skills

Enthusiastic team player

Exhibit professionalism

Outstanding customer service skills

Working knowledge of software

High case acceptance

Confidence in treatment
and fee presentation

Reliable

Comfortable treatment

Display a natural curiosity for people

Effective time manager

Organized

Possess initiative FT, 4 days a week

IO camera skills

Interested in building skills
and knowledge

Example Ads

The ads below represent very different practice cultures and expectations. You will find better matches when designing an ad that defines the values you project in your practice.

Dental Assistant

Are you looking for a position where your opinion and services are valued? Do you want to join a practice that has been around for twenty years, with wonderful patients and an appreciative doctor who has taken safety to a completely new level during COVID-19? Are you looking to be well-compensated? Would it be helpful to have a sterilization tech to free you up to do what you do best – focus on your patients? If so, we may be the right practice for you. We have a modern, high-tech practice that focuses on relationship-based, ideal patient care and a team ready to back each other up! A reliable, sincere communicator who knows how to discuss treatment options, reassure anxious patients, and provide comfortable care for our patients, is the ideal candidate for this position. The position is FT, 4 days a week, Monday-Thursday. The hours are 7-4 with lunch from 12-1. Two years of experience are required. Please call to discuss all the steps we have taken to keep our staff safe during COVID-19 care and learn about our full compensation package. Salary range is \$__ - \$__ with __ days of PTO per year, a 401K match, healthcare insurance, and a \$_____ signing bonus..

Dental Assistant

Would you like to work in a positive, fast-paced environment where you can feel proud of the contributions you make and are recognized for your efforts? We focus on cutting-edge treatment, continuing education, and mentoring our staff. Our patients are preschool age to 102, and we make it fun all day long! We have a team of 5 dental assistants who support 3 doctors and a dedicated COVID-19 Officer who manages our sterilization department – freeing you to provide uninterrupted patient care. Our team of doctors cares equally about our staff and patients, providing a safe environment to work during COVID-19.

- Medical grade air purifiers installed.
- Extra-oral suction systems.
- Dedicated hygiene assistant for 4-handed support during aerosol procedures.
- Adequate PPE, including N95 masks, disposable gowns, and face shields.

You can expect a higher than average base pay, with a salary range of \$__ to \$__, commission opportunities, 8 paid holidays, 2 weeks of vacation, 6 days well pay, health benefits, and a 401K plan with an employer match. The position is FT, 4 days a week, Monday-Thursday. The hours are 7-5 with lunch from 12-1. We are standing by to schedule a visit and an opportunity to chat with you further!

Front Office

Are you looking for a position where your opinion and services are valued, teamwork is the norm, compensation is above average, and room to grow? If so, we may be the right practice for you. We have been in practice for twenty years with wonderful long-term patients and kind staff members. We have a modern, high-tech practice that participates in limited insurance contracts while focusing on good old ideal patient care. Our team is

ready to back each other up! We are looking for a sincere communicator who knows how to discuss treatment options, understands the importance of scheduling, and can collect for services rendered. The position is FT, 4 days a week, Monday-Thursday. The hours are 7-4 with lunch from 12-1. Please call to discuss all the steps we have taken to keep our staff safe during COVID-19 and learn more about our full compensation package. Salary range is \$__ - \$__ with ___ days of PTO per year, a 401K match, healthcare, and a \$_____ signing bonus.

Front Office

Are you looking for a dynamic practice with a positive, fast-paced environment where you are recognized and valued for your contributions? We focus on cutting-edge treatment, continuing education, and frequent team development. Our patients are preschool age to 102, and we make it fun all day long! We have a team of 4 in our front office that supports 3 doctors and 6 hygienists. Our recare system is robust, with technology that helps re-activation. Our culture is one of integrity and positivity. Our team of doctors cares equally about our staff and patients, providing a safe environment to work in during COVID-19.

- Medical grade air purifiers installed.
- Acrylic guards at the front counter.
- Surgical masks and face shields are provided to take patient temperatures.
- Touchless collections and check-in and check-out systems.
- COVID-19 patient screening through technology.
- Scheduling flexibility. We are currently open from 7am-7pm; 8-hour shifts are flexible within that timeframe.

You can expect a higher than average base pay with commission opportunities, a salary range of \$__ to \$__, 8 paid holidays, 2 weeks of vacation, 6 days well pay, health benefits, and a 401K plan with an employer match. We are standing by to schedule a visit and an opportunity to chat with you further!

Dental Hygienist

Are you looking for a position where your opinion and services are valued, and safety measures are in place to protect your health during COVID-19? We understand the unique health risks dental hygienists face and have implemented several safety measures to reduce that risk..

- Medical grade air purifiers are installed, with a portable unit moved into an op for aerosol-producing treatment.
- Extra-oral, hands-free suction systems.
- Dedicated hygiene assistant for 4-handed support during aerosol procedures.

- Adequate PPE, including N95 masks, disposable gowns, face shields, and goggles.
- Overflow Op available to move to while a dedicated assistant sterilizes.
- Floors are steam cleaned, lines are disinfected, and every surface cleaned after hygiene care appointments.
- Patient appointments are staggered to reduce the number of people in the practice.

In addition to reducing your risks, you can expect above-average compensation and a doctor who values the relationships hygienists form with patients and the trust that ensues. We are a practice that has been around for twenty years, with wonderful patients and long-term staff. We have a modern, high-tech practice that still focuses on relationship-based, ideal patient care. Our team is ready to back each other up! The ideal candidate will provide comfortable hygiene services, pay close attention to periodontal needs, and discuss treatment options to help patients in their decision-making process. The position is FT, 4 days a week, Monday-Thursday. The hours are 7-4 with lunch from 12-1. Three years of experience required. Please call to discuss all the steps we have taken to keep our staff safe during COVID-19 and learn more about our full compensation package. Salary range is \$__ - \$__ with __ days of PTO per year, a 401K match, healthcare insurance, and a \$_____ signing bonus.

Dental Hygienist

Would you like to work in a positive, fast-paced environment where you can feel proud of the contributions you make and are recognized and compensated for your efforts? We focus on cutting-edge treatment, continuing education, and mentoring staff. Our patients are preschool age to 102, and we make it fun all day long! We have a team of 6 dental hygienists, 5 dental assistants who support 3 doctors, and a dedicated COVID-19 Officer who manages our sterilization department – freeing you to provide uninterrupted patient care. Our team of doctors cares equally about our staff and patients, providing a safe environment to work in during COVID-19. We understand the unique health risks COVID-19 has presented, and we work to minimize the risk our staff takes.

- Medical grade air purifiers installed.
- Extra-oral suction systems.
- Dedicated hygiene assistant for 4-handed support during aerosol procedures.
- Adequate PPE, including N95 masks, disposable gowns, and face shields.

You can expect a higher than average base pay, with a salary range of \$__ to \$____, commission opportunities, 8 paid holidays, 2 weeks of vacation, 6 days well pay, health benefits, and a 401K.