



# Recruiting: Building ads to Attract Top Talent

Build a job advertisement that attracts top candidates.

## Know What Candidates Are Looking For

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

- A boss who cares about them.
- Safety equipment in place and PPE readily available.
- Their opinion will count, even as a new person on the team.
- Their work is important and valued.
- How the schedule is 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 expectation, which 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 a FT position,” are vague and can sound unorganized. Commit to the hours and days you are seeking, and you will match to candidates seeking the opportunity advertised. Candidates who look for PT opportunities may be filling in around other obligations, and need to know the days of the week you are seeking 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 necessary 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 the practice. Questions can be more powerful than statements, when writing your ad. It engages the reader as they contemplate your question. (See examples below.)



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## Candidate Qualities

- Strong communication skills
- Exhibit professionalism
- Reliable
- Confidence in treatment and fee presentation
- Outstanding customer service skills
- Interested in building skills and knowledge
- Working knowledge of \_\_\_\_\_ software
- Enthusiastic team player

## 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? 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 still focuses on relationship based, ideal patient care and a team that is 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 full benefits of being a part of our practice team.

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 sterilization assistant– freeing you to provide uninterrupted patient care. Our team of doctors' cares equally about our staff and patients,



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providing a safe environment to work. You can expect a higher-than-average base pay, with a salary range of \$\_\_\_\_\_, 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 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 there is room to grow? If so, we may be the right practice for you. We have been in practice for twenty years with long-term wonderful 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 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 supports 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. 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 opportunity to chat with you further!

## 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 sterilization department – freeing you to provide uninterrupted patient care. Our team of doctors' cares equally about our staff and patients, providing a safe, supportive environment to work in. You can expect a higher-than-average base pay, with a salary range of \$\_\_\_\_\_, commission opportunities, 8 paid holidays, 2 weeks of vacation, 6 days well pay,



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health benefits, and a 401K. Hours are flexible Mon – Fri 7-4.

## **Dental Hygienist:**

Are you looking for a position where your opinion and services are valued?

In addition to a supportive environment, 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 a long-term staff. We have a modern, high-tech practice that still focuses on relationship based, ideal patient care. Our team that is ready to back each other up! The ideal candidate will provide comfortable hygiene services, pay close attention to periodontal needs, and can 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 so we can discuss our full compensation package. Salary range is \$\_\_\_\_with \_\_\_\_+ days of PTO per year, a 401K match, healthcare insurance, and a \$\_\_\_\_\_signing bonus.