

## When recruiting a HealthySteps Specialist, it is important to keep the following in mind:

- Clarify what's most important for both the candidate and the hiring process:
  - Which skills, experience, and temperament/disposition are a priority?
  - What is important for both the hiring manager and the team?
  - Include members of the team for the interview process.
- Review the **HS Specialist Competencies**:
  - This resource describes the dispositions of how a HS Specialist engages with families and colleagues and seven areas of knowledge and skills essential to the role, including the vital need for a diversity, equity, inclusion, access, and belonging lens. (The Competencies also include an 8<sup>th</sup> area for HS Specialist supervisors.)
- Consider financial sustainability when hiring a HS Specialist.
  - Does your state reimburse for any HS services? If so, learn which credentials are required by checking with your state Medicaid agency or reaching out to the HealthySteps National Office.
- Create an “ad” for the position instead of just posting the job description.
  - Use taglines such as, “Help us reach one million babies,” and “Behavioral health promotion and prevention.” This inspiring language will attract candidates as well as highlight the preventive nature of HS, which may lead to less burnout than other behavioral health roles. Additionally, use phrases such as “No nights or weekends” and “No on-call” (if applicable) to highlight the positives of the job. Check with your Human Resources department for guidance before posting.
  - Include some of the responsibilities, qualifications, and skills in the ad, or provide a downloadable job description as a link.
  - Include details about what makes the position a great opportunity, including professional development opportunities, mentorship, being part of a multi-disciplinary team, a national network, etc.
- Regularly evaluate your salary to ensure it is commensurate with the credentials you require and consider posting a salary range for the position as many candidates avoid jobs that don't disclose it.

## Consider your target audience and post ads in appropriate areas such as the following:

- Indeed.com (many candidates use this website as it consolidates job postings from multiple places, making it an easy single search option).
  - Purchase a sponsored ad. This keeps your posting at the top of page 1 for many weeks.
  - Ensure the ad uses key words such as *social worker, therapist, psychologist, counselor, child development* (search terms should be related to the position’s requirements and credentials)
- Idealist.com (this site posts nonprofit and “social-impact” jobs).
- Local and state professional associations and graduate programs (if you do not have access to professional listservs, connect with colleagues and staff who might be able to help). Try:
  - National Association of Social Workers (your state chapter)
  - Psychological Association (your state chapter)
  - Early Childhood Councils
  - Infant Mental Health Association (your state chapter, if there is one)
  - Graduate school program’s alumni listservs or email blasts. If the position allows a non-licensed candidate, you could advertise to upcoming graduates.
- Social media (LinkedIn, Facebook, etc.).
  - Search for groups that target social workers, psychologists, early childhood professionals, etc.
  - Ask colleagues and friends to share the job posting.
- ZERO TO THREE’s Early Childhood Careers page.
  - Create and upload your ad to the [Early Childhood Careers page](#).
  - Contact the HS National Office to find out if there are any active discount codes.
- [HealthySteps Connect](#) (our private communication platform for HS sites):
  - You will need portal access to do this. If you are a new practice and do not yet have portal access, please send a copy to your Training and Technical Assistance Specialist to post.
  - Once posted on HS Connect, the National Office will highlight it in the next several issues of our monthly newsletter, *NextSteps*, or until the post is taken down to indicate the position has been filled, whichever comes first.

## Build a pipeline of applicants:

- Partner with undergraduate and graduate programs in your area to promote HS as a career path.
- Provide opportunities for students to complete internships, practicums and/or fellowships at your practice.
- Explore loan forgiveness opportunities that you may be able to offer.

**Additional hiring support:** [Resources for Hiring and Orientation - HealthySteps](#) (includes a sample job description, interview questions, and more)