



WELCOME TO

TAKE ROOT IN AMARILLO

Living Wage Job Board Overview

When recruiting someone to the Amarillo area, research shows that location is a key part of decision making for a job seeker. Targeted for those harder to find, skilled positions, which can sometimes come from outside our area, this niche living wage job board will bring a larger pool of applicants while highlighting quality job opportunities that provide a living wage. The living wage, based on the Potter County median family income, is \$45,000 per year or \$24 per hour.

Tools for Employers

Job Posting

Employers can choose to receive applications by email or opt to redirect applications to a certain URL to complete the application process. This makes the job posting easy and effective.

Company Profile Page

Employers can create a branded company profile page that includes their logo, company information, website, images, videos and all active jobs posted. This can be a useful tool to attract more applicants.

Employer Dashboard

The Employer Dashboard provides the necessary tools to manage posted jobs, view applications, site analytics, and manage profile settings.

Searching candidates by profiles & resumes

Our smart keyword search system carefully scans each candidate's profile and each listing for the right keywords, enabling employers to always find the best candidates.

Applicant Tracking

Our "kanban" style board simplifies categorization of applications by hiring status. This tool can search through and insert notes for each application.

[Click here for an overview video of the job board!](#)



Three ways to post a job

1. Create job and receive applications within Take Root job board.

How to Apply

By Email By URL

manager@amarillobusiness.com

2. Link directly to your company's job site.

How to Apply

By Email By URL

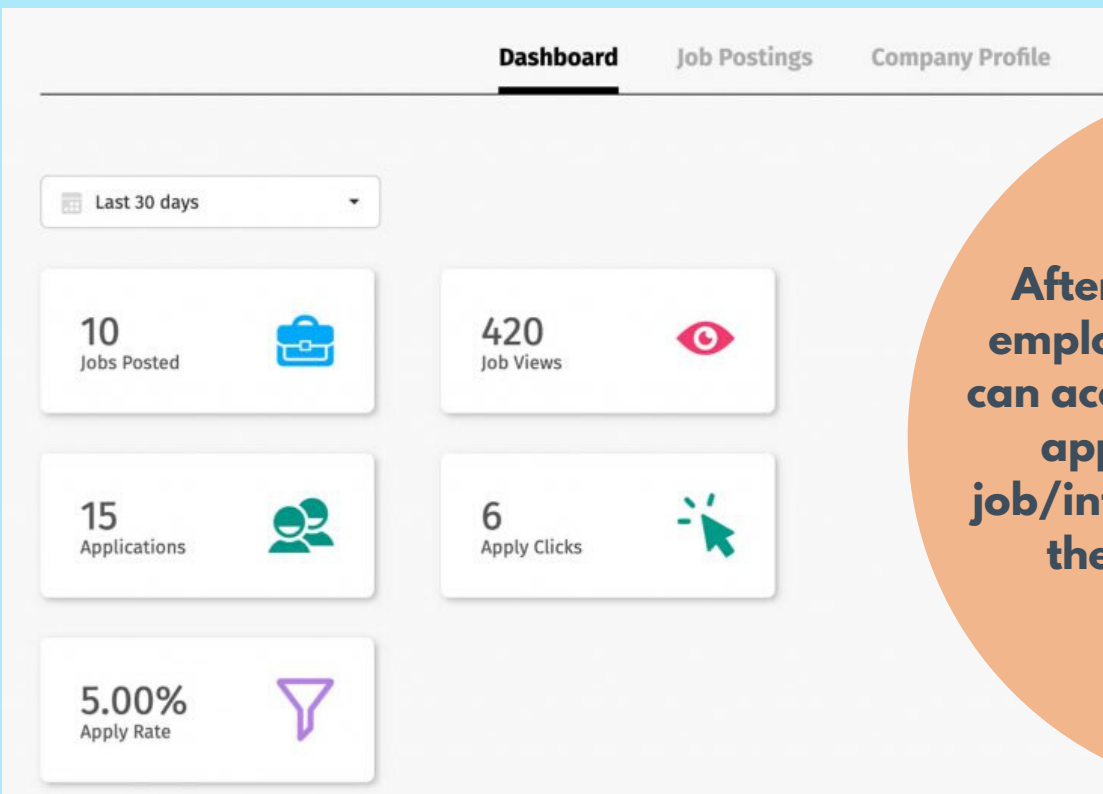
www.amarillobusiness.com/careers/job437569

3. Email the URL link for your company's XML feed to Sabrina.

EXAMPLE:

 - Standard XML Feed

<https://takerootinamarillo.mysmartjobboard.com/feeds/standard.xml>



After you create an employer profile, you can access applications, apply clicks, and job/internship views in the Dashboard.



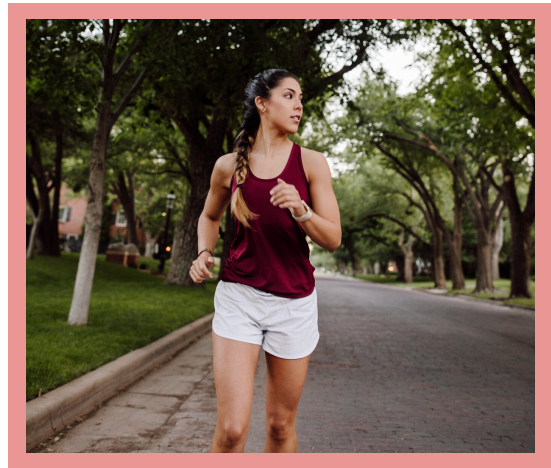
Posting Internships

You can post any paid or unpaid internship on takerootinamarillo.com. This is a great way to advertise to students who go to school outside of the Panhandle and want to come home and gain work experience. This process is the same as posting a job, but simply selecting intern for job type.

Take Root Best Practices

By sharing each page of the Take Root website or posting blogs on social media, we do a better job as a community of showcasing who we are and why it's great to live and work here.

- Share links to website and videos over email, on your careers page, on social media, and even in your job postings.
- Post a job or internship so that the Amarillo EDC can promote and advertise those open positions.
- Send the website to friends and colleagues that have moved away and are considering returning to their roots.
- Embed videos on your company's website. Topics include:
 - Entrepreneurship | Neighborhoods | Education | Family Lifestyle | Things To Do
- Email and share the "How Much Does It Really Cost?" infographic.



Encourage spouse or significant other to find a quality job through the living wage job board.

Send To jackryan@gmail.com
Cc
Bcc
Subject Scheduling Interview

Hi Jack,
We look forward to the Skype interview on Thursday. I remember you mentioning your family would be coming with you to Amarillo. Two things, just wanted to see if your spouse/significant other was also looking for a job. Feel free to check out our job board on takerootinamarillo.com. You also mentioned your two sons. [Check out this video](#) about our family lifestyle!
Thank you so much,



Sabrina Meck Perez

Director, Workforce Attraction & Retention
Amarillo EDC | 806-379-6411

[Book a meeting with me!](#)



Send a Take Root video to help match interest with job seeker.

[What does living and working in Amarillo actually look like?](#)

Create link in your email signature so you're constantly sharing the message and building ambassadors for the Amarillo area.

Click here for a video on how to add links to an email like this!

Questions? Reach out to Sabrina with the Amarillo EDC at 806-379-6411 or sabrina@amarilloedc.com