

Recruitment

A strong recruitment strategy attracts qualified, passionate candidates to your open positions, your department, and your mission. The Commonwealth has a number of [resources](#) to help you develop a robust recruitment plan.

To increase the reach and demand for local public health roles, it is important to send job postings to recruitment channels that are likely to attract populations traditionally underrepresented in local health, including people of color and people who are LGBTQ+, Deaf, veterans, and people with disabilities. Resources that are more targeted to a diverse application pool may include:

1. Professional associations such as the [National Association of Hispanic Nurses](#).
2. The Chamber of Commerce, both the general Chamber in each community and the Massachusetts [LGBTQ+ Chamber](#).
3. Media sources such as the [Bay State Banner](#), a weekly newspaper serving Black communities in Massachusetts, or the [Rainbow Times](#), New England's largest LGBTQ+ newspaper.
4. [Veterans services](#), governmental [tribal agencies](#), [tribal health services](#), [LGBTQ+ Deaf](#) organizations.
5. Community centers serving specific populations such as the [Asian American Pacific Islanders Commission](#), [Nueva Esperanza Holyoke](#), the [Nipmuc Indian Development Corporation](#), and the [Black Economic Council of Massachusetts](#).