



# HOMETOWN OPPORTUNITY

Register Your Company, Create a Profile & Post Jobs!

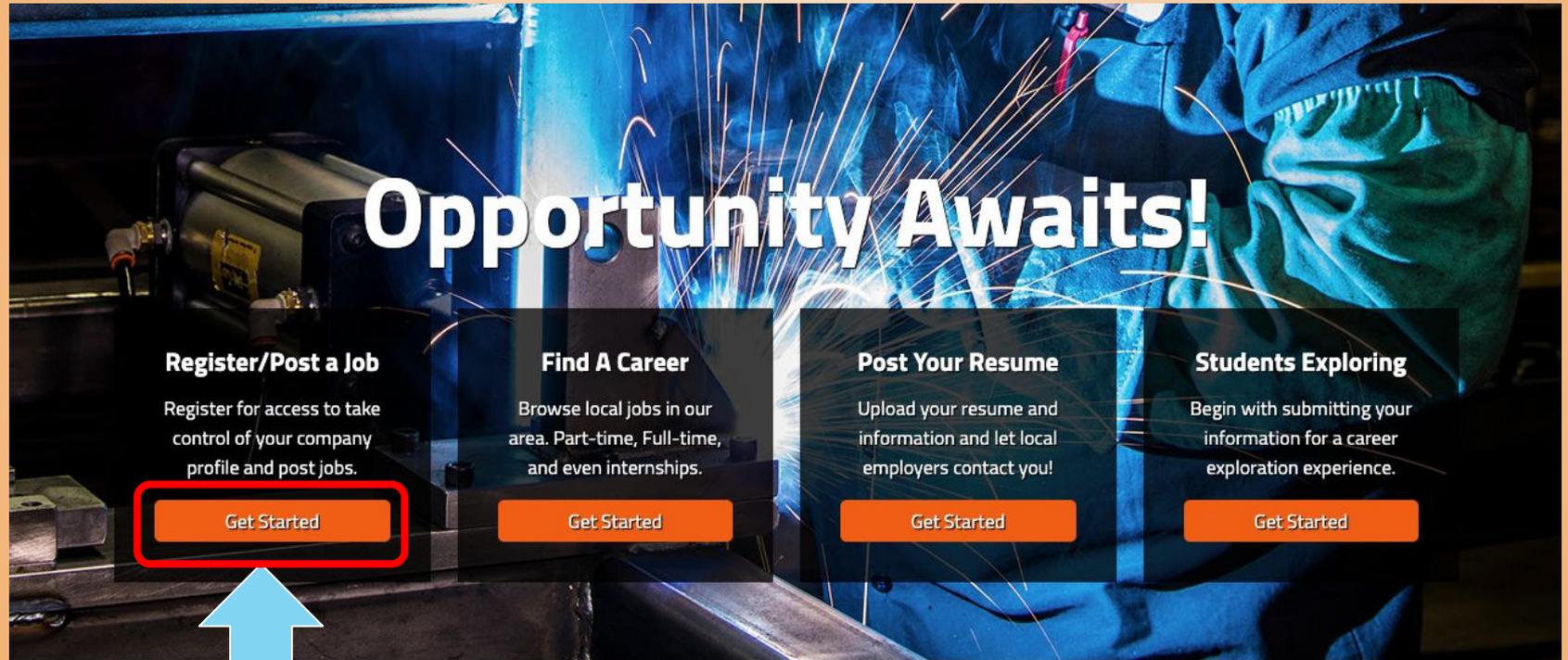


**SIDNEY-SHELBY**  
ECONOMIC PARTNERSHIP



**WORKFORCE** **PARTNERSHIP**  
*of Shelby County*

# Registering Your Company



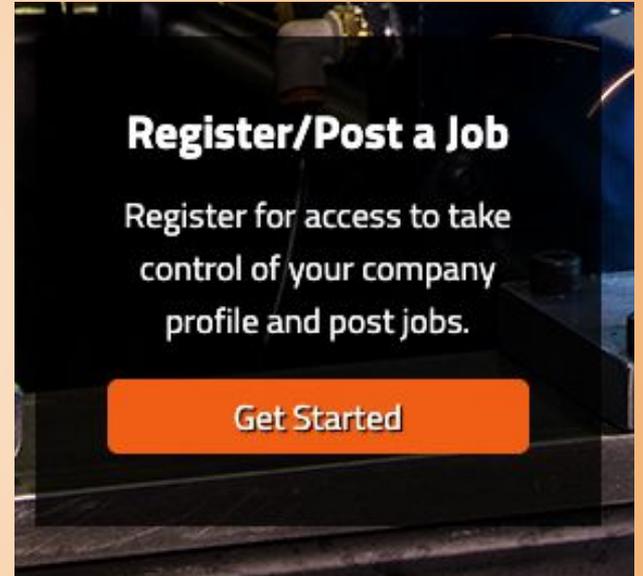
**Opportunity Awaits!**

Register/Post a Job	Find A Career	Post Your Resume	Students Exploring
Register for access to take control of your company profile and post jobs.	Browse local jobs in our area. Part-time, Full-time, and even internships.	Upload your resume and information and let local employers contact you!	Begin with submitting your information for a career exploration experience.
<b>Get Started</b>	<b>Get Started</b>	<b>Get Started</b>	<b>Get Started</b>

The image shows a welder in a blue protective suit working on a metal structure, with bright sparks emanating from the welding point. The scene is dimly lit, with the primary light source being the sparks and the welder's equipment. The text 'Opportunity Awaits!' is prominently displayed in the center. Below this, there are four columns of text, each with a corresponding 'Get Started' button. The first button, under 'Register/Post a Job', is highlighted with a red border. A large blue arrow points upwards from the bottom center towards this button.

In your browser, go to <https://www.hometownopportunity.com/>

- Select “Get Started” on the Register/Post a job box.



- Complete the ***Company Registration*** fields
- Complete the ***Company Administrator Information*** fields

### » Company Registration

Please note: in order to post a position, your company must reside in Mercer, Auglaize, Darke, or Shelby Counties. Thanks for your cooperation.

Company Name\*

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Address\* Address 2

City\* State\*

Zip\* County

Please Select ▼

### Important Items to Note

\*There is only 1 Administrator account per company

\*Include specific instructions on how you want applicants to submit a resume

# Completing Company Profile Information

## Company Profile Text

### Tips to create an attractive company profile

- 1. Look at your “competing companies”**  
(under Key Industries). Match or exceed their profile information
- 2. Sell Yourself**  
Distinguish your company
- 3. Create an eye-catch company profile**  
Use important keywords.  
(i.e. Use “veteran” in your profile and job descriptions to attract veterans.)

## Word Template

- For convenience a Word document template is attached. The document contains the same fields that will need to be entered for your company profile. If you would like you can complete the Word template and copy and paste your answers into the company profile online when completing your registration.

*(Note: Use ‘control C’ to copy text from the Word file and then go to HTO profile area and ‘control V’ to paste).*

Select ***Register*** on the web page to complete



After you have registered, you can return to the profile to make edits and additions.  
Note: there could be a short delay after registering; please allow adequate time

# Add Company Logo & Banner

» Workforce Partnership of Shelby County

Banner



Logo



***Note: If you do not include a picture for the banner or a logo, a stock image is inserted into your profile. Stock images may not attract potential employees as well as your brand and images.***

# Submit Your Profile

1. Click “Submit.” It will take 20-30 minutes to reflect on the website.
2. Log out and log back in with newly established credentials to review your profile.



**WORKFORCE PARTNERSHIP**

101 S. Ohio Ave.,  
FL 2  
Sidney, OH, 45365  
937-498-9900  
[Website](#)

**WHO WE ARE**  
Workforce Partnership is a not-for-profit organization funded by private industry from Shelby County, Ohio.

**WHAT WE DO**  
Our mission is to align our workforce and education systems to respond to the skills needs of business and industry in Shelby County. Schools and industry will work together to build workforce training and 21st century skills development programs that will prepare students and employees for current and future local jobs.

Workforce Partnership will work with public and private partners to create a more coherent and flexible workforce development system that will connect local students to jobs available in Shelby County.

***After your profile is complete, email Hometown Opportunity ([info@hometownopportunity.com](mailto:info@hometownopportunity.com)) that your new company profile is complete and ready to be listed in Key Industries.***

# Optimizing Your Profile!

# Editing Your Profile

You can edit your company profile under Company Options - by selecting a link you are able to update information, change information or add information to your profile

## Company Options

- » [View Public Profile](#)
- » [Profile Info](#)
- » [Company Logo](#)
- » [Profile Banner](#)
- » [Profile YouTube Video](#)
- » [Edit Administrator Login](#)
- » [Company Users](#)
- » [Sample Business Page Template](#)

# Adding Additional Images

You can add additional images to your profile by inserting a link to embed the photo into your text paragraphs. This requires you to upload it to your own website and link to it, OR, using a photo that is already on the web, just copy and paste the “image address” or “Source” of the photo into the profile (from your company’s web site).

- Right click on the image and choose “Copy image address” from the pop-up menu.
- Inside the HTO Profile Form, right click and choose “Insert/Edit Image” from the pop-up menu.
- Paste the “image address” into the “Source” field
- Type a short name for the photo
- Type 300 for the first dimension, press tab
- Click on OK

- Now that the image is inserted, you can re-size it by dragging on the corner handles for the image. Note: In order to place the image in the right half of my profile page, I inserted a table into the body of the Form Field. I typed text in the left-hand column, and then inserted the image into the right-hand column.
- If you are unable to insert it correctly, you can email the image URL (Source) to Hometown Opportunity and ask them to insert the link for you. Email address: [info@hometownopportunity.com](mailto:info@hometownopportunity.com)

# Tips for Posting Jobs

# #1: Multiple Postings

- If you have multiple postings, it is suggested to space them out if possible and not enter one after another. This will spread out your company's openings on the Find a Career page.

## **#2: Keep Postings Current**

A weekly review of your job openings is recommended. If the position has been filled, please update the status to indicate the job is filled (by checking the correct box). This will archive the position and allow you to post it again later if you have another opening for the same position.

## #3: 45 Day Reset

Job postings are active for **45 days** by default. They will automatically archive as an inactive posting. You may need to review and change the status to “Active” on an archived job posting.

## **#4: Categorize Postings**

Each job can be categorized into 3 disciplines  
(i.e., Manufacturing, Construction Technologies, Accounting, Information Technology, etc.)

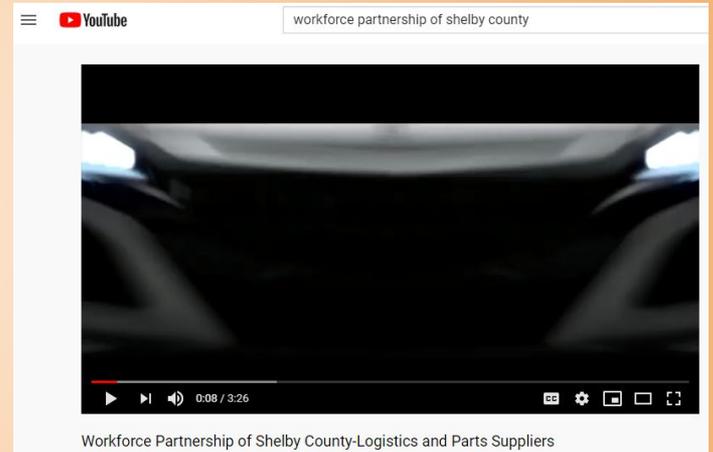
# Stay Alert!

- Click on the link for “Resume Email Notifications.” Here you will sign up for weekly emails notifying you about new resumes posted on the site. Choose as many Job Description Categories as you wish. You will be notified of any resumes that fall under the categories you have chosen. These email subscriptions are only sent out to the one Administrator per account (not to the Company Users who can post jobs, etc.)
- Search all active resumes posted on Hometown Opportunity. Similar to job openings, the resumes expire after 6 months and the job seeker needs to “Resubmit” the resume, or update the resume and save the changes, to make it active again.

# Adding a Company Video (YouTube)

*Video is a key concept in today's marketing. Be sure to include one!!*

- Under the section “Company Options” on your profile select “ Profile YouTube Video”
- Create a YouTube channel for your company if one does not exist.
- Upload your video to YouTube.com
- Copy the URL for the video (i.e., [https://www.youtube.com/watch?v=zW9\\_TNRd8A](https://www.youtube.com/watch?v=zW9_TNRd8A))
- Click on the option in your Dashboard named, “Profile YouTube Video.”
- Paste the URL it into the “YouTube Video URL” field
- Double check that you have used the correct URL, then click Save



# How To...

Your FAQ to Hometown Opportunity

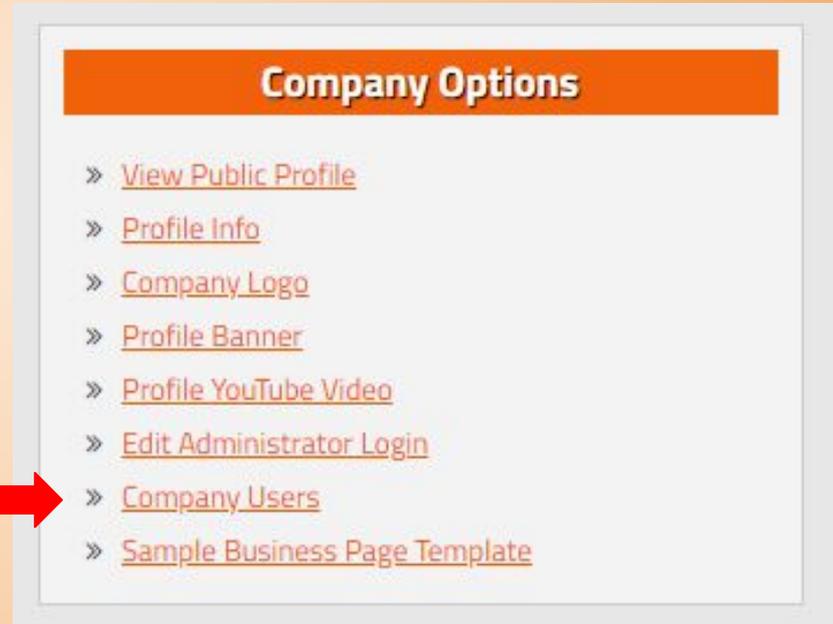
# Add Additional Company Users

1. Select “Company Users” under Company Options
2. Add the users information
  - a. Name
  - b. Email Address
  - c. Password

## What Access Does the Additional User Have?

- Post Jobs
- Review/Search Resumes

*\*\*The additional user(S) cannot edit your company profile or receive email notifications of new resumes posted to the site.*



# For Questions & Assistance

We are here to help you!

## Hometown Opportunity

- [info@hometownopportunity.com](mailto:info@hometownopportunity.com)

## Workforce Partnership of Shelby County

- 937-498-9900

## Sidney-Shelby Economic Partnership

- 937-498-9554