

HCA Behavioral Health Careers Recruitment Customizable Toolkit



The Washington Health Care Authority wants to support your efforts to recruit behavioral health providers.

This toolkit contains customizable messaging and supporting visuals you can use to spread the word about your job openings. Just add your details to our suggested text, download the graphics and photos you want, and share on your media channels.

To help your organization connect with compassionate professionals these resources use lessons learned from our ongoing startyourpath.org campaign. They highlight four key reasons to work in the mental health and substance use disorder prevention, treatment, and recovery support field.

- High impact and support for the community
- Working as part of a passionate, supportive team
- The opportunity to make a positive difference
- Opportunities for career growth

We hope this toolkit helps streamline your hiring efforts and increases awareness of your important work!

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Key messages

*Note: supporting messages that include a call to action (i.e., start here, learn more) should hyperlink to your open position post or your general website where folks can learn about your organization and employment opportunities.

- Change a person's world one small moment at a time. A career in behavioral health gives you the opportunity to make real change in a person's life, including your own.
[Learn more.](#)
- This work makes a difference. A career in mental health or substance use disorder services gives you the opportunity to make real change in a person's life, including your own. [Learn more.](#)
- Be the change in your community. A career in mental health or substance use disorder services can start you down a new path full of exciting growth opportunities. [Learn more.](#)
- Your experience can make a difference. A career in behavioral health provides you a new path, regardless of your work experience or education.
- Look forward to work every day. Join a community that you'll love working with—while helping others. [Learn more.](#)
- Work with people who care about their community—and each other. Change to a career in mental health or substance use disorder services and find others who love what they do.

Key messages

*Note: supporting messages that include a call to action (i.e., conozca más/learn more) should hyperlink to your open position post or your general website where folks can learn about your organization and employment opportunities.

- Cambie el mundo de una persona un pequeño paso a la vez. Una carrera en salud del comportamiento le da a usted la oportunidad de hacer un verdadero cambio en la vida de una persona, incluyendo la suya propia.
- Este trabajo hace una diferencia. Una carrera en salud mental o servicios de desorden de abuso de sustancias le provee la oportunidad de realizar un verdadero cambio en la vida de una persona, incluyendo la suya propia. Conozca más.
- Sea el cambio de su comunidad. Una carrera en salud mental o servicios de desorden de abuso de sustancias puede iniciarla a usted en un nuevo sendero lleno de oportunidades de crecimiento. Conozca más.
- Su experiencia puede hacer una diferencia. Una carrera en salud del comportamiento le provee a usted un nuevo sendero sin importar su experiencia de trabajo o su educación.
- Vea con entusiasmo su trabajo cada nuevo día. Únase a una comunidad con la cual le encantara trabajas mientras le ayuda a otros. Conozca más.
- Trabaje con personas a quienes les importa su comunidad – y las personas que están en ella. Cámbiese a una carrera en salud mental o servicios de desorden de abuso de sustancias y encuéntrese con otras personas a quienes les encanta lo que hacen.

Job post language

You can copy/paste and customize this template as part of your behavioral health job descriptions and posts.

Our team's looking to welcome a new [INSERT TITLE]. This role lets you make real change in a person's life — including your own. You'll join a team that's passionate about caring for our community and each other. If you want a career that gives you growth opportunities and makes a positive difference in the world, apply now!

Qualifications:

[INSERT]

[INSERT]

[INSERT]

Our team's looking for someone ready to be a positive force in our community! As a [INSERT TITLE], you'll join a team who cares about making real change in people's lives. If you want a career that gives you growth opportunities and makes a difference in the world, apply now!

Qualifications:

[INSERT]

[INSERT]

[INSERT]



Job post language

You can copy/paste and customize this template as part of your behavioral health job descriptions and posts.

Nuestro equipo está buscando darle la bienvenida a un nuevo [INSERT TITLE]. Este puesto le permite hacer un cambio real en la vida de una persona — incluyendo la suya propia. Usted se unirá a un equipo que esta apasionado acerca de cuidar la comunidad y uno a otro. ¡Si usted quiere una carrera que le da oportunidades de crecimiento y hacer una diferencia positiva en el mundo, aplique ahora!

Calificaciones:

[INSERT]

[INSERT]

[INSERT]

¡Nuestro equipo está buscando alguien listo para ser una fuerza positiva en nuestra comunidad! Como un [INSERT TITLE], usted se unirá a un equipo que le importa hacer un cambio real en la vida de las personas. ¡Si usted quiere una carrera que le da oportunidad de crecimiento y hacer una diferencia en el mundo, aplique ahora!

Calificaciones:

[INSERT]

[INSERT]

[INSERT]



Newsletter/Blog post language

You can copy/paste and customize this template to share your open positions in your newsletters, blogs, etc.

We're hiring! Our [INSERT TITLE] role lets you make real change in a person's life — including your own. You'll join a team that's passionate about caring for our community and each other. If you want a career that gives you growth opportunities and makes a positive difference in the world, we want to hear from you. Learn more and see how to apply at: [INSERT LINK].

Learn more about this role and how to apply at:
[INSERT LINK].

We're hiring! If you want a career that gives you growth opportunities and makes a positive difference in the world, join us as a [INSERT TITLE]. This role lets you make real change in a person's life — including your own. Our team's passionate about caring for our community and each other, and welcomes hearing from you. Learn more and see how to apply at: [INSERT LINK].

Learn more about this role and how to apply at:
[INSERT LINK].

Newsletter/Blog post language

You can copy/paste and customize this template to share your open positions in your newsletters, blogs, etc.

¡Estamos contratando! Nuestro puesto [INSERT TITLE] le permite a usted realizar un cambio real en la vida de una persona — incluyendo la suya propia. Usted se unirá a un equipo que está apasionado acerca de cuidar a la comunidad y uno a otro. Si usted desea una carrera que le brinda oportunidades de crecimiento y hace una diferencia positiva en el mundo, queremos que nos llame para conocerlo. Conozca más y averigüe como aplicar en: [INSERT LINK].

Conozca más acerca de este puesto y como aplicar en: [INSERT LINK].

¡Estamos contratando! Si usted desea una carrera que le ofrece oportunidades de crecimiento y hacer una diferencia positiva en el mundo, únase a nosotros como un [INSERT TITLE]. Este puesto le permite a usted hacer un cambio real en la vida de una persona — incluyendo la suya propia. Nuestro equipo está apasionado acerca de cuidar a nuestra comunidad y uno a otro y le da la bienvenida a poder conocer de usted. Averigüe más y vea como puede aplicar en: [INSERT LINK].

Conozca más acerca de este puesto y como aplicar en: [INSERT LINK].

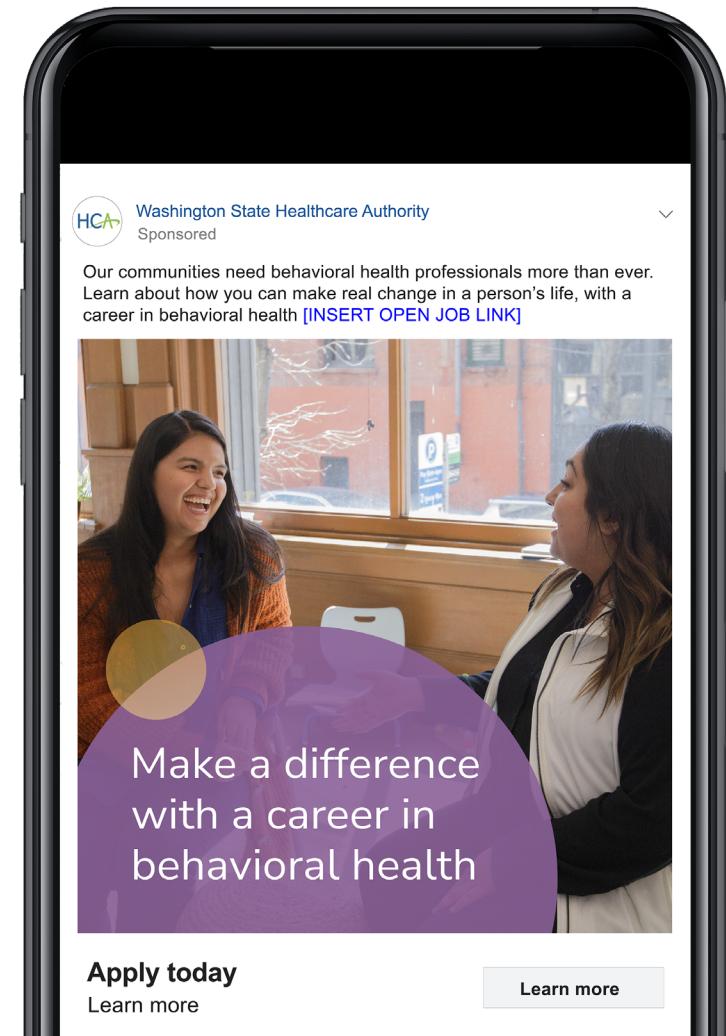
Social media post language

You can copy/paste and customize this template to promote your open positions.

Our communities need behavioral health professionals more than ever. Learn about how you can join our team and make a real change in a person's life. [\[INSERT OPEN JOB LINK\]](#)

Looking for a rewarding career where you can make a real difference in someone's life? Join our team of dedicated professionals and make a difference today. [\[INSERT OPEN JOB LINK\]](#)

Want to work with people you love, doing what you love? We have an open role waiting for you. Learn how our role lets you make real change in a person's life. [\[INSERT OPEN JOB LINK\]](#)



Social media post language

You can copy/paste and customize this template to promote your open positions.

Nuestra comunidad necesita profesionales de salud del comportamiento más que nunca. Conozca como usted puede unirse a nuestro equipo y hacer un cambio real en la vida de una persona. [INSERT OPEN JOB LINK]

¿Busca una carrera gratificante donde usted pueda hacer una diferencia real en la vida de una persona? Únase a nuestro equipo de profesionales dedicados y haga la diferencia hoy. [INSERT OPEN JOB LINK]

¿Quiere trabajar con gente que ama, haciendo lo que aman? Tenemos un empleo disponible esperándolo a usted. Conozca como su empleo le permite realizar un cambio real en la vida de una persona. [INSERT OPEN JOB LINK]



Creative assets

To help you promote your open roles, these links include template images you can download and share on your communications channels (i.e., website, social media, etc.).

SOCIAL STATIC IMAGES

[Download English ▶](#)

[Download Spanish ▶](#)



Creative assets

To help you promote your open roles, these links include template images you can download and share on your communications channels (i.e., website, social media, etc.).

IMAGES



[Download images ▶](#)

Creative assets

To help you promote your open roles, these links include template images you can download and share on your communications channels (i.e., website, social media, etc.).

PRINT TAKEAWAY

[Download English ▶](#)

[Download Spanish ▶](#)



Make a difference
with a career in
behavioral health

Find a rewarding path regardless of your work experience or education. A behavioral health career offers many entry points, a variety of roles, and opportunities for growth.

Logo goes here

Learn more
about how to
join our team!

Contact

PHONE: XXX-XXX-XXXX
 EMAIL: XXXXXXXXX@XX.com
 WEBSITE: XXXXXXXXXXXX.com

Insert organization-specific details [here](#)

Job details go here. Job details go here. Job details go here. Job details go here.
Job details go here. Job details go here. Job details go here. Job details go here.
Job details go here. Job details go here. Job details go here. Job details go here.



Cámbiate a un trabajo que tenga un impacto significativo

Encuentre una senda gratificante sin importar su experiencia de trabajo o su educación. Una carrera en salud del comportamiento ofrece muchos puntos de entrada, una variedad de puestos de trabajo y oportunidades de crecimiento.

Colocar Logo aquí

¡Conozca más acerca de cómo unirse a nuestro equipo!

Contáctese al

TELÉFONO XXX-XXX-XXXX
 CORREO-E XXXXXXXXXX@XX.com
 SITIO WEB XXXXXXXXXXXX.com

Inserte detalles específicos de su organización aquí

Inserte detalles específicos de su organización aquí. Inserte detalles específicos de su organización aquí.
Inserte detalles específicos de su organización aquí. Inserte detalles específicos de su organización aquí.
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Creating your own content

Potential candidates are more likely to join a team when they can see the people and culture reflected on an organization's website and social channels. This page outlines how you can start to gather and share content from your own team.

1

Start small – select 1-2 folks from your organization that showcase diverse roles, or backgrounds who you'd like to capture.

2

Capture photos – using a smartphone or camera take about 15-20 minutes per person to capture their headshots and them in action at work. These do not have to be high-quality; they should accurately reflect what the work environment is like.

3

Upload and save – upload the photos to a shared online folder (i.e., Google Drive, DropBox, etc.) These can be used any time you need creative content. Examples on how these photos can be used:

- Share as part of a social media post to promote a role
- Add to your organization's website to demonstrate your culture and team (i.e., about us page, job board, culture page, etc.)

4

Repeat – as you need more or fresh content, repeat these steps with additional team members.

Gathering testimonials

If you are looking to hire a new team member, testimonials from current employees can be effective in communicating the value and impact of joining your organization. This page outlines how you can start to gather and share testimonials from your own team.

- 1** **Start small** – select 1-2 folks from your organization who regularly speak positively about their experiences in the role, who would be open to sharing this more broadly with others.
- 2** **Ask them to complete a questionnaire** – your team members are busy, so we developed a brief 3-5 question survey (see page 12) you can customize and send to your current team members.
- 3** **Save and aggregate those responses to a shared folder** – these are great to spotlight on your website or in posts about an open role.



Behavioral health careers

It's just amazing watching people blossom into the life they were always meant to have. It's the most rewarding thing."



Theresa Adkison,
Substance Use Disorder
Professional

Gathering testimonials

The following questions can be copy/pasted, customized and shared via email with your team members to gather their experiences in a particular role. NOTE: All team members should be encouraged to answer in complete sentences, for example, "I joined this field because..."

- 1 What is your name and title?
- 2 Why did you join this field?
- 3 What advice would you give to someone who may be interested in this career?
- 4 What do you find most rewarding about your work?
- 5 What positive impact has working in behavioral health had in your life?



Questions?

Please contact Steve Perry, HCA's Behavioral Health Workforce Manager, at Steve.Perry@hca.wa.gov if you have any questions.