



# Advertising Public Health Jobs Online: Tools & Strategies

Insights to Action is a suite of resources meant to help state and local public health agencies improve recruitment and retention by acting on their data from the Public Health Workforce Interests and Needs Survey (PH WINS). Find more tools like this at <http://debeaumont.org/programs/insights-to-action/>.

Advertising open roles online is an important step in the recruitment process, and the reach of online job advertisements can have a significant impact on how many applications an agency receives for an open role. Below are some of the most popular places to post public health jobs and some strategies to boost the visibility of roles that you post.

**LinkedIn job posting:** Anyone can [post a job on LinkedIn for free](#).

**LinkedIn post (organic):** If you or your organization has a solid following on LinkedIn and you're strapped for cash, organic (i.e., unpaid) posts on LinkedIn can be a great way to drive traffic to job postings. When posting organically on LinkedIn, use the following best practices:

- Include a picture or graphic
- Write a short (up to 3 sentence) post using plain language, engaging phrases and, if you're comfortable, emojis 😊
- Have colleagues at your organization interact with your post by liking, commenting, or reposting
- Encourage your colleagues to post about the open role, too. Once they post, be sure to like, comment, or repost

The Public Health Workforce Interests and Needs Survey (PH WINS), conducted in 2014, 2017, 2021, and 2024, supports the government public health workforce by measuring strengths and gaps to inform future investments in funding, training, recruitment, and retention.

**PHWINS**

PUBLIC HEALTH WORKFORCE  
INTERESTS AND NEEDS SURVEY

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**LinkedIn post (paid):** If you'd like to boost the reach of your post outside of your organization's networks, pay to promote a LinkedIn post and/or job listing.

**Idealist.org:** Idealist is a job board that focuses on social impact positions. For government agencies, it costs \$125 to post a job listing for 30 days. Find more [information about logistics and pricing](#).

**APHA's CareerMart:** The American Public Health Association (APHA) allows hiring managers and candidates to target their searches to public health jobs and applicants. APHA members can post a job on CareerMart for 30 days for \$350.

**PublicHealthJobs.org:** This web page, run by the Association of Schools and Programs of Public Health (ASPPH), also focuses only on public health careers. [Posting jobs on this platform](#) is free, and candidates can also upload resumes that hiring managers can peruse.

**PublicHealthCareers.org:** This web page, run by the Association of State and Territorial Health Officials (ASTHO), focuses on government public health jobs. It also contains information about public health, including a career explorer, where candidates can take a quiz to identify what public health career they may be best suited for.