



A Complete Guide to Senior Living Hiring

*Industry Insight, Best Practices, and Job Description
Templates*

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SENIOR LIVING INDUSTRY LANDSCAPE

The truth is that we're living longer and baby boomers (those born between 1946 and 1965) began turning 65 in 2011. According to the U.S. Census Bureau, it is estimated that by 2029, the year the last of the baby boomers will turn 65, they will comprise over 20% of the U.S. population. Considering that **70% of people 65 or older will require some form of long-term care**, the demands on the senior living industry will grow exponentially in the coming decades.

THE FUTURE OF SENIOR LIVING AT A GLANCE



An estimated **347,000** new jobs will be added by 2025



The senior living industry outpaces average U.S. job growth by **3.7%**



The industry will need to recruit **1.2 million** new employees by 2025

COMBATting SENIOR LIVING HIRING PAIN POINTS

In addition to current market pressures, such as the labor shortage and an increased demand for certified senior caregivers and administrators, factors such as high turnover, demands of the job and the emotional nature of the work make hiring and retaining great employees increasingly difficult. This environment builds competition for qualified candidates, even creating bidding wars, in which candidates may be lured from one home to another with promises of raises, more hours, and increased paid time off (PTO). Hiring someone who will only stay weeks or several months is inconvenient and expensive; more importantly, it hurts residents and patients.

TOP SENIOR LIVING HIRING PAIN POINTS

1

High Employee Turnover

A recent study placed the average employee turnover in the senior living industry at 31.71% in 2017. This is largely due to a nationwide CNA shortage.

2

Increased Demand for Senior Services

The baby boomer generation is moving into retirement age, and the demand for senior care services will continue to increase in the coming years. This means that senior living facilities that already have a tough time finding qualified caregivers will struggle even more.

3

Recruiting for Many Roles with Different Requirements

From certified and licensed caregivers (LPNs, RNs and CNAs) to chefs/ janitorial staff and administrators, many different roles are required in the running of an efficient senior living facility. The fact that these roles require vastly different skills sets places increased pressure on HR teams.

HIRING BEST PRACTICES

GET ORGANIZED

It all begins with a detailed, documented hiring process. Getting organized helps reduce time to hire and cost per hire by avoiding wasteful process inefficiencies.

- Start by building a library of [compelling job descriptions](#) for each of your positions – Refer to the job description templates on pages 7-9 for more information.
- Store and manage applicants electronically. This can help with compliance and it creates a database of applicants to source from in the future.

DESIGN AN EFFECTIVE ADVERTISING STRATEGY

An effective strategy for advertising job positions is vital.

- Begin with a solid applicant tracking platform (such as [HiringThing](#)) to help you organize and manage the hiring process. If you use a manual hiring process, you will be at risk for inefficiencies that could cost you qualified candidates.
- Find niche job boards that focus on healthcare professionals.
- Include local job sites like Craigslist in your search top candidates. In addition, take advantage of free posting options from job boards such as Indeed, Simply Hired, and DirectEmployers.
- Find local events and job fairs to get face-to-face time with potential candidates
- Use [social media](#) to reach applicants.

Free Job Boards Options:

- [Indeed](#)
- [Google Jobs](#)
- [CareerBuilder](#)
- [Simply Hired](#)
- [LinkedIn](#)
- [ZipRecruiter](#)
- [DirectEmployers](#)
- [Glassdoor](#)

Healthcare Niche Job Boards:

- [Health Jobs Nationwide](#)
- [CareerVitals](#)
- [HEALTHeCAREERS Network](#)
- [Healthcare Jobsite](#)
- [Healthcare Source](#)
- [MedZilla](#)

HIRING BEST PRACTICES

FOCUS ON BRANDING

With high competition in the industry, it's important to stand out by dedicating time and attention to marketing your company's employer brand. Presenting your company as a place that values the needs and motivations of staff members, as well as highlighting why it's a great place to work, can make it more attractive for potential applicants.

GET A JUMPSTART ON RETENTION

Thinking about a retention program as part of the hiring process will help you to get ahead of a costly hiring pain point. Here are a few ways to promote retention while adding benefits that are attractive to potential candidates:

1. Competitive salaries - research salary by both position and location and ensure salary offerings are competitive and in line with the level of experience you are recruiting for.
2. Bonuses and incentive - signing bonuses and other monetary incentives for superior performance can also be very attractive for applicants in high churn positions.
3. Paid training - continued training is a requirement for certain caregiver positions. Offering to cover this training is a great way to retain candidates.
4. Morale, employee recognition, and team building - when morale is bad, employees leave. Taking preemptive steps to address morale, as well as focusing on developing team building activities will help ensure employees love working for your organization.

Tips for creating an employee recognition program:

1. Be specific
2. Be timely
3. Be meaningful
4. Be consistent

ANALYZE, MODIFY, RINSE, AND REPEAT

Be sure to monitor the effectiveness of your hiring process by having reporting in place to track:

- External recruitment sources (to help you see where you receive best applicants)
- Cost per hire
- Time to hire
- Job post response over time

Creating a strategy is just the beginning of the journey. It's important to identify what works and be open and flexible to change to ensure optimal effectiveness

JOB DESCRIPTION TEMPLATES

REGISTERED NURSE (RN)

Job Summary:

Are you looking for an organization that values its registered nurses and the demands of the job? Have some of your favorite patients been among the elderly population? Then, you have found the right job posting ! ABC Senior Living is looking for talented, dedicated, and caring RNs who are passionate about geriatric care and who want to make a difference in the lives of our residents. The ideal RN candidate will have experience in long-term-care, skilled nursing, home health, rehabilitation, and mental health, as well as a professional and compassionate demeanor.

Benefits:

- Competitive pay (insert payscale)
- Benefits (Medical, Dental, Vision, Life)
- 10 paid holidays, flexible sick leave and vacation
- 8 hr or 12 hr shifts available depending on the facility
- Extensive on-site orientation to make you successful in your new position
- An Individualized care approach, that will allow you have more time to spend with your patients and families
- Access to continuous education and professional development paid for by ABC Senior Living

Job Duties:

- Provide direct patient care
- Assist patients to their highest level of independence
- Administer medications and treatments
- Assist in formulating treatment programs and documents accordingly;
- Participate in team meetings
- Assess patients' behavior and treatment progress
- Utilize critical thinking while assessing patient's health and performing diagnostic tests
- Provide detailed reporting on patient's condition and treatments, as well as medications used
- Supervise assigned CNA staff member(s) while they perform care under your watch

Minimum Qualifications:

- Registered nurse with a current, active state license
- BSN from an accredited school of nursing
- 2 years of experience in 3 of the following: long-term-care, skilled nursing, home health, rehabilitation, mental health
- Full of energy and self-motivated with the ability to multitask and prioritize
- Great communicator with a compassionate demeanor
- Satisfactory criminal background check and drug testing

JOB DESCRIPTION TEMPLATES

CERTIFIED NURSING ASSISTANT (CNA)

Job Summary:

Are you looking to join a healthcare organization that is dedicated to the health and happiness of its patients *and* employees? Do you want to grow in your career under skilled and passionate RNs? Then please apply to one of our open CNA positions today! We are seeking passionate, empathetic individuals to provide healthcare services and daily living assistance under the direction of our skilled RNs. You must be able to follow care instructions, work cooperatively with others, and exercise initiative and judgement.

Benefits:

- Competitive pay (insert payscale)
- Benefits (Medical, Dental, Vision, Life)
- 10 paid holidays, flexible sick leave and vacation
- 8 hr or 12 hr shifts available depending on the facility
- Extensive on-sight orientation to make you successful in your new position
- An Individualized care approach, that will allow you have more time to spend with your patients and families
- Access to continuous education and professional development paid for by ABC Senior Living

Job Duties:

- Take care direction from our RNs and implement their instructions
- Assist residents in daily living tasks (fixing hair, shaving, brushing teeth, toileting, etc.)
- Take vital signs
- Respond to call bells in a timely manner
- Ensure residents receive proper meals, nutrition, and hydration
- Review care on scheduled intervals with RN staff to ensure seamless transitions
- Keep resident living areas clean and safe

Minimum Qualifications:

- Registered as a CNA in the state
- CPR certification upon hire
- 1 year of care experience (preferred)
- GED

About ABC Senior Living:

ABC Senior Living's mission is to provide our elderly residents with a safe, comfortable, loving and healthy home, while meeting their physical and emotional demands. We operate as a long-term senior living community with a robust staff of doctors, nurses, nursing assistants, administrators, and professional office personnel. We are committed to providing the best care and compassionate service to our residents.

JOB DESCRIPTION TEMPLATES

SENIOR LIVING ADMINISTRATOR

Job Summary:

Are you a born leader looking for your next challenge? Do you enjoy autonomy and the freedom to create your own processes and benchmarks? If so, ABC Senior Living is looking for a candidate like you for our open senior living administrator position! You will be responsible for leading and directing day-to-day operations at our facility while maintaining excellent service quality, supervising staff, increasing resident occupancy, overseeing all programs, and staying within our budget. The ideal candidate will have strong communication skills, have attention to detail, and be unafraid to be authoritative when necessary.

Benefits:

- Competitive pay (insert payscale)
- Benefits (Medical, Dental, Vision, Life)
- 10 paid holidays, flexible sick leave and vacation
- Extensive on-site orientation to make you successful in your new position
- Access to continuous education and professional development, paid for by ABC Senior Living

Job Duties:

- Oversee the daily operations of the facility
- Maintain excellent service for our residents while within our budgetary means
- Maintain current knowledge of OSHA and State Regulations and ensure facility is compliant
- Hire, supervise, direct, evaluate, and encourage staff
- Create, roll out, and oversee all policies and procedures for the facility
- Be an advocate for good employee morale and support staff with professional growth opportunities and training

Minimum Qualifications:

- 3-5 years senior or assisted living management experience
- RN license (preferred)
- Experience overseeing a staff of 15 or more employees
- Strong customer service and communication skills
- Demonstrated problem solving and decision making skills
- Experience with dementia or memory care operations

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